APRIL 1955

The Office

Magazine of

MANAGEMENT • EQUIPMENT • METHODS

audio intercommunication

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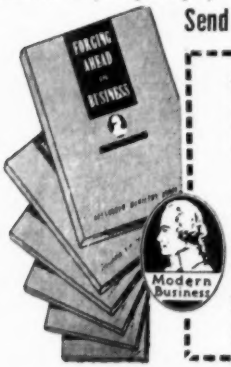

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New Graybar Cleveland Offices Are Audio-Conditioned

WALTER RUDOLPH

THIS SPRING Graybar Electric Co. swings into full use of its new $1,000,000 Cleveland integrated warehouse and office which its management has designated as a "move for tomorrow." Executives of many of Graybar's nationwide outlets contributed to the study that preceded construction of the new plant. The materials handling and layout of the new warehouse are said to be exemplary and the general office fits admirably into their field of business which is primarily that of distributor of electrical supplies, apparatus and appliances to wholesale buyers. The new Graybar office is also designed to do a substantial job of merchandising to customers and potential customers who will visit there daily.

One of the several mobile units in the new Graybar Cleveland offices. It plugs in anywhere and permits paging, tape recording, playbacks, background music, etc. Wall switches channel the sound to loudspeakers behind the acoustical ceiling.

Warehousing space is 80,000 sq. ft. in the new plant and office space totals about 20,000 sq. ft. Employees number approximately 104, including 20 outside salesmen (who have individual desks), 11 warehouse workers, and 73 executive and office personnel. The general office is completely air-conditioned and boasts 100 footcandles overall illumination (as near shadowless as possible).

There are 48 5"-speakers concealed in an acoustical ceiling in the main office as the core of an elaborate intercommunication and paging system for employees and visitors. The system extends into restrooms, private offices and areas segregated from the main office, such as the cafeteria. This system was designed to get away from the old "squawk box" method of catching the attention of employees, where paging and even music often came rather harshly to the ears from speakers hung here and there throughout an office or plant. Intercommunication is handled in a conversational tone beamed directly to individuals beneath the speakers.

Both the telephone operator and the receptionist have microphones linked to this system, but in the beginning only the telephone operator will do the paging, upon word from the receptionist that someone is wanted. The switchboard has 28 lines and anyone in the office can dial nine and call out, removing a workload from the operator and speeding service tremendously.

Before leaving intercommunication we should look at several other facets of the system: it includes several mobile, cabinet-type pieces of equipment that can play recordings (tape or turntable), make recordings on tape, take

A Graybar office conference. Unilateral microphone on the center desk is picking up sound and recording it on tape in mobile unit in the hallway. Note unplastered, concrete block walls which saved time and money, and provide better acoustical control.

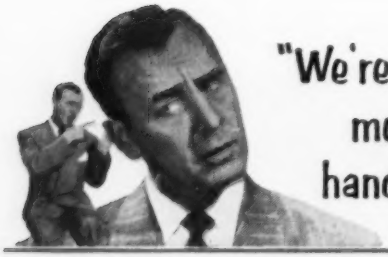
sound from a movie soundtrack and amplify it, amplify a speech, etc. The cabinet can be plugged into wall receptacles at a number of places, including a hallway where background music can be played out of sight of an audience, demonstration or customer display and conference rooms.

At locations where this mobile sound unit can be plugged into a wall receptacle, there are also small switch panels that enable the distribution of the recordings, speeches and paging through the unit to be made in individual areas of the office. The intercommunication system also has accessory units that enable a speaker at a sales meeting or demonstration, for instance, to use a lapel microphone, insert a plug in a wall receptacle and address a group segregated from other people. Typical use of the recording ability of the sound unit is during a key-group conference, where a unilateral microphone (receives sound from front and back) is used to record all discussion.

Each of the lightweight inside phones has an easy-to-keep-clean dial and a knob on the bottom which permits individual regulation of the loudness of ring. For persons who give dictation, it is only necessary to lift the receiver, dial number two, dictate (picked up automatically by units at a three-girl typing pool), dial three for a playback of dictation, or dial four to hold the dictation if it is necessary to interrupt the letter temporarily. Three persons can use the dictation pool simultaneously. Others trying to use it will get a busy signal.

Outside salesmen should be outside

Each of Graybar's 20 outside salesmen has a desk with inside phone connection.



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"Take my advice... get all the facts about a Thomas Collator today!"

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selling about 100% of the time. To make their office work easier and help toward obtaining maximum sales results, about 20 of them at Graybar have small, compact desks with multiple file drawers and individual telephones. In phoning, the salesman often must make reference to a running inventory of stock (physical inventory is taken only once yearly) that is maintained at a stock board toward the center, rear of the general office. He reaches that board immediately by pushing a button on his telephone cradle. Quotation men, who work on contracts for schools, etc., are also given telephones with this stock board connection, and another to the warehouse.

The general office has two pneumatic tube systems that greatly streamline operations which were formerly cumbersome. For instance, formerly there were three cashiers at the city counter, a section of the warehouse where dealers could drop in to shop and walk out with purchases. At the new city counter, financial and some other paperwork on cash orders is done in a small area at one side of the general office, upstairs above the city counter, with tubes doing all the handling. The three cashiers are not tied up late afternoons, checking out cash registers, etc.

Salesman with lapel microphone and plug-in unit can address a group of prospects directly in front of him through ceiling loudspeakers beamed only at the group.

Two pneumatic tube systems are used by Graybar in Cleveland. One for the cashier and the other for forms between office and warehouse.

The other tube system connects the area of the general office, where inside salesmen are located, to the warehouse. Here each man knows the accounts of two outside salesmen and the paperwork necessary to expedite orders through the warehouse procedure. The inside man processes order tickets, and the paperwork and messages, using a tube system directly to the warehouse clerks.

The walls of the entire office area are of concrete block construction. Graybar got permission from union contractors to have the walls left free of plastering (effecting a construction cost savings, since plaster would have cost hundreds of dollars) and to use spray painting. This permitted faster completion of construction because

plastering requires a greater time interval between stages of surrounding work. The blocks have greater sound absorption than plaster for better acoustical control.

The floor of the office, constructed to facilitate flexibility in location of electrical and telephone connections, has 9"-ducts just below floor level, running east and west. North and south along walls there are 9"-header ducts. This system interlaces electric and telephone wires, so that a desk can be moved practically anywhere and be within 8" of a floor receptacle through which connections can be made for a telephone, and/or electric power to run electrical office equipment.

We mentioned the merchandising of Graybar products which the new office is designed to help. In point, the executive offices boast several different kinds of lighting installations. These can be readily shown to prospective customers. Watercoolers (about seven of them are spotted throughout the office area) are of different styles, ready and working and demonstrable to visitors.

All heavy and noisy office equipment having to do with mailing and duplication has been segregated in one room off to the side of the general office area. Another room is specifically designed to provide the best inplant eating conditions: 12 tables seat four employees each. With a split lunch hour, 96 use the room daily. A caterer provides hot plates for those wanting them. Beverage vending machines, dishwashers, and a 60-cup automatic coffee-maker (good for dealer meetings, too) are other items here.

Women employees have a comfortable lounge with individual lockers, a beverage vender, coffee-maker, and a sizeable mirror on one wall of the enclosed area for making up. No smoking is allowed in the office itself. In a literature room, all shelving is adjustable so that when quantities of particular items are small in one instance, and large in another, at any given time, accommodation can be made easily.

Finally we might note the unusually flexible facilities for staging in the area set aside for dealer and sales meetings. There is a 10-ft. aisle between the two halves of this area, made possible by two electrically operated folding partitions to separate the appliance display room from the regular meeting room. With these partitions in place, people can pass to and fro, between the general office and the warehouse. With one partition in place, the aisle can be transformed into a stage or rostrum by rolling a mobile platform (collapsible for storage when not in use) into the space to face the open room.

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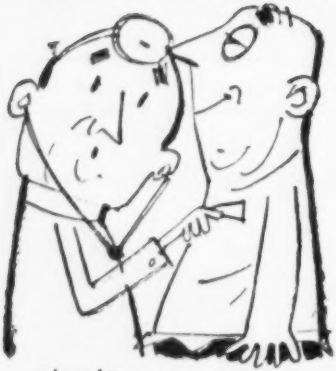
and a CHECKUP



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WHEEL OF PROGRESS. Some bosses are amorous. An amorous boss is sensitive and has a tendency to terminate jobs when laughed at. His

AJAX

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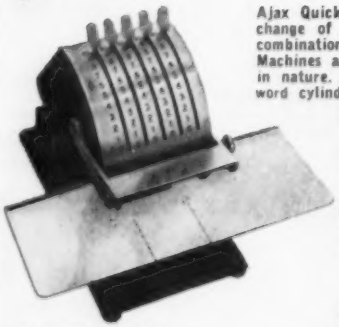

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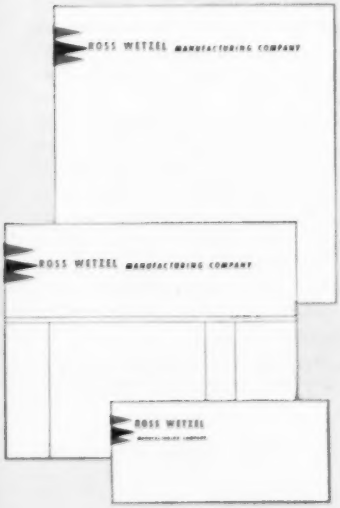

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stenographer wears heavy "armor" to discourage pinching. Boss refers to stenographer as "Old Ironsides."

WHEEL LOCK. Some bosses have ingrown dispositions. Their office nickname is "Laughing Boy." Such a boss is bullied at home. He has a heart of gold and inside is just a shy little boy (he thinks). His stenographer quickly spots his vulnerability and henpecks him. Tears reduce him to a quivering mass of lemon Jello. The following day he will snarl at the bookkeeper (male).

WHEEL BASE. Some bosses have senses of humor, so-called. Their dictation periods are one part dictation to ten parts witty patter and oft-told tales. Their stenographers become adept at laughing at punch lines while concentrating on personal matter. This boss is referred to by the personnel as "Ioway" or "Joe Miller."

STEERING WHEEL. Some bosses are superior, and try to prove it. Such a boss gleefully pounces on mistakes in punctuation, and misspelled words put him in a gay mood. His stenographer deliberately misspells words preliminary to asking for a raise. The superior boss alibis his own mistakes as "typographical errors." His stenographer's dentist bills are high from constant gnashing of teeth.

WHEEL OF FORTUNE. Some bosses are sporty. Monday morning dictation periods during the months of September, October, and November include play-by-play accounts of football games. A sporty boss acquires prolonged hoarseness during summer months from yelling at baseball umpires. He knows revised rules of all sports, and writes frequent letters to basketball referees calling attention to their wrong decisions and their family shortcomings. He signs such letters, "A Fan," because basketball referees have muscles. His stenographer bypasses all televised sports programs in favor of Howdy Doody.

WHEELBARROW. Some bosses have hobbies. They hunt and fish. They

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play musical instruments and golf. They sing bass (very) and collect stamps. This boss' desk contains 25 lead tarpon and mallard paperweights. His prize possession is a silver cup won five years ago in the office golf tournament. (He figured his own handicap.) He frequently writes music (Key of C, for oboe) on the back of important contracts. Weird noises emanating from his office may indicate duck call practice or vocal exercise before next meeting of the S.P.E.B.S.Q.S.A., Inc. His stenographer is required to cut the stamps from all incoming envelopes and tie flies during her lunch hour.

SPINNING WHEEL. Some bosses are drinkers. They have daily hangovers before they take pickups. A drinking boss smells alternately of bourbon and antiseptic mouthwash. Weird noises emanating from his office indicate that he has mistaken mouthwash for bourbon. He keeps two full fifths in the back of the bottom file drawer. His stenographer never files S-Z in the presence of clients because of gurgling. His expenditures for aspirin and bromo-seltzer are listed under "Meals" on his expense account and are only exceeded in amount by "Entertainment" expenditures. The lush boss does his best work between 2:00 and 4:00 p.m., the period between a hangover and a bun. His stenographer wears a path in the carpet making trips to the water cooler to fill his desk thermos. Her co-workers call her "Gunga Din."

SIDE WHEELER. Some bosses have wives, and some bosses have girl friends (extra-curricular). A girl friend is never mentioned between the boss and his stenographer. The stenographer quickly learns to identify the girl friend's voice and reports telephone messages as "personal calls." When a philandering boss leaves the office for an unidentified appointment, his stenographer tells his wife that he has gone to the dentist. The stenographer tips off her boss by leaving a typewritten

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Here's news: a special type of Patapar Vegetable Parchment scientifically developed for direct print master sheets. Exceptionally clean, even texture and correct translucency permits intense vertical transmission of ultra violet light. The result is speedier operation, uniformly clear copies . . . and your glowing satisfaction.

Patapar Translucent Parchment has a perfect surface for printing with opaque or regular inks. And you'll like the way it takes typewritten copy, pen and pencil entries, artists' sketches or drawings.

Cost? Patapar Translucent Parchment doesn't cost —it pays!

Write for brochure of samples. Name of nearest distributor on request.

Paterson Parchment Paper Company

Bristol, Pennsylvania

West Coast Plant:
340 Bryant St., San Francisco 7
Sales Offices: New York, Chicago

Headquarters for Vegetable Parchment Since 1885

note on his desk: "Your wife phoned while you were at the dentist." For a boss with good teeth or dentures, a stenographer invents other dodges. The stenographer never sees the girl friend, but forms mental pictures through the boss' inquiries as to the size of her own wearing apparel or taste in flowers, books, liquor or fur coats.

WHEELSMAN. Some bosses are joiners. Of this boss' telephone calls, 65% are to or from brother members. His 1916 high school graduation picture appears regularly in the newspapers captioned: "Committee Chairman." The best time for his stenographer to ask for a raise is the day after learning that a booster letter has resulted in five new memberships. Such booster letter was composed by the stenographer, but it would be fatal to remind him. A large percentage of the stenographer's time is spent in keeping up rosters. This boss' obituary will look like the "Fraternal Orders" section of a classified directory. His stenographer likes to ponder same.

WHEEL HORSE. Some bosses are clothes - conscious (stenographers' clothes-conscious). They point out crooked seams. Such boss' comment, "It's snowing down south," means his stenographer's slip is showing. He likes dark dresses with little white collars because he once saw Ginger Rogers in a movie. His stenographer stands inspec-

"Does my spelling annoy you, Sir?"

SOF'TONE
ACOUSTICAL CABINETS
FOR ALL NOISY OFFICE MACHINES

KILLS OFFICE MACHINE NOISE AT ITS SOURCE!

Corrective

Preventive

NOISE . . . an OCCUPATIONAL HAZARD

Loss of hearing from noise claims are now recognized as compensable by many states. Many such law-suits are pending. Likely other noise ill claims will follow.
Hearing aids are corrective. SOF'TONE is a preventive. SOF'TONE absorbs all harmful ingredients of noise . . . eliminates noise ills . . . makes more comfortable offices.

User reaction

A. M. Lewis, Inc. (Orange Empire Stores Assn.), Riverside, California, bought one SOF'TONE for a key punch . . . upon its arrival purchased six more. A typical reaction.

© 1955

Results guaranteed—Or You Do Not Pay!

Write today for details. Give machines, makes, models you use and measurements.

Gates ASSOCIATES

4 COMMERCIAL ST., ROCHESTER 14, N. Y.

Certified
Office Machine
PAPER ROLLS

The superior quality paper rolls used in cash registers, adding machines and teletypes in offices and stores everywhere!

- tested for micromatic accuracy
- guaranteed for smooth operation
- clean cut, lintless, without splices
- red ink warning marks near ends
- conveniently packaged in individual boxes

AVAILABLE AT ALL LEADING STATIONERS

DEALERS: Write for CASH REGISTER ROLL SPECIFICATION SHEET and prices today!

RITTENHOUSE PAPER CO.
6405 South Wentworth Avenue
Chicago 21, Illinois

tion each morning. This boss' wife is a candidate for "Worst Dressed Woman of the (Any) Year."

FIFTH WHEEL. No boss is a hero to his stenographer. She knows his faults. But without a boss, a stenographer would have no job . . . or fun . . . or money.

National Conference & Exhibit Calendar

Independent Cash Register Dealers Assn., Edgewater Beach Hotel, Chicago, April 1-2.

Railway Systems & Procedures Assn., Morrison Hotel, Chicago, April 12-14.

Southern California Business Show, Biltmore Hotel, Los Angeles, April 12-15.

National Assn. of Credit Men, Conrad Hilton Hotel, Chicago, May 8-12.

Institute of Internal Auditors, Sheraton Plaza Hotel, Boston, May 15-17.

New York Stationery Show, New Yorker Hotel, New York, May 15-20.

National Office Management Assn., Royal York Hotel, Toronto, May 22-26.

Canadian Office Machine Dealers Assn., Windsor Hotel, Montreal, May 26-28.

National Assn. of Cost Accountants, Waldorf-Astoria Hotel, New York, June 19-23.

National Office Machine Dealers Assn., Denver, June 26-29.

National Secretaries Assn., Read House, Chattanooga, July 21-24.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Oct. 1-5.

National Assn. of Bank Auditors & Controllers, Denver, Oct. 9-13.

Systems & Procedures Assn. of America, Sheraton-Cadillac Hotel, Detroit, Oct. 10-12.

National Institute of Governmental Purchasing, Shoreham Hotel, Washington, D. C., Oct. 16-19.

National Business Show, 69th & 71st Regiment Armories, New York, Oct. 24-28.

Insurance Accountants Assn., Shoreham Hotel, Washington, D. C., Oct. 26-28.

The machine that counts faster than you can!

The Tickometer, electrically operated, will save a whale of a lot of time and money on office jobs that require counting and/or marking items made of paper—checks, coupons, cards, labels, tags, sales and production slips, tickets, transfers, currency . . . whatever the work may involve.

The Tickometer counts up to 1,000 pieces *per minute* . . . gives whole or partial counts. And it's so accurate, banks use it to count currency!

The Tickometer can be equipped to date, code, cancel, or imprint, as it counts. Manufacturers of food and drug products, for example, use it to imprint their product labels, and thus identify origins, factory lots, inspectors—quickly, unobtrusively and cheaply.

The Tickometer, rented as well as sold, is serviced from 259 service points, from coast-to-coast. Ask the nearest PB office for a demonstration. Or send coupon for free illustrated booklet and folder of case histories.

PITNEY-BOWES

Tickometer

Counting, Imprinting Machine

Made by the originators of the postage meter . . . offices in 94 cities in U. S. and Canada.

PITNEY-BOWES, INC.
3430 Walnut St., Stamford, Conn.

☐ Send Tickometer booklet

☐ Send case studies

Name _____

Address _____

visomatic TYPEWRITER

R.C.Allen

gives you MORE!

1 **MORE** savings . . . because of lower initial cost.

2 **MORE** features . . . special speed features found only in the most expensive machines.

3 **MORE** economy . . . rugged construction cuts operational and maintenance costs.

4 **MORE** accuracy . . . precision mechanical design avoids costly errors.

Write for complete information . . . IT'S FREE!

Fully descriptive, illustrated literature and prices will be sent without obligation.

R.C.Allen Business Machines, Inc.

679 Front Avenue, N. W., Grand Rapids, Michigan

VisOmatic TYPEWRITER

R. C. Allen's new VisOmatic Carbon Ribbon Typewriter is the only one offered at such a low "standard typewriter" price! Including all the famous VisOmatic features, the VCR is ideal for executive correspondence, critical typing and reproduction. Letter impressions are black, sharp and clear. Dual value, too, with instant switch from carbon to cloth ribbon as desired. Complete choice of new type faces.

VisOmatic ADDING MACHINES

Hand and electric models with 6 to 13 column capacity, for narrow or wide tape. Ciphers print automatically, clear signal prints with first item. "Feather-lite" touch, even-odd key tops for greater speed and accuracy. Electric models have motorized multiplication and subtraction, automatic space-up, total, sub-total. Models with direct subtraction print subtracted items in red. Direct, automatic Credit Balance available.

R.C.Allen BOOKKEEPING MACHINES

Models for commercial, payroll and bank use. One-operation posting, so simple anyone can operate these fast, accurate models. Front-feed carriage, automatic date printing, keyboard carriage control, automatic tabulation. Easy, quick interchange of control bars for adapting machine to many uses.

R.C.Allen CASH REGISTERS

Electric and hand-operated models for every business. Features include "Cashguard" lock, "Speedi-Change" cash drawer. Get maximum protection, convenience and information at lowest cost. Handle cash, charge, paid-out and received-on-account transactions with autographic detail tape for complete records.

R.C. Allen BUSINESS MACHINES

America's Finest Machines for Every Use and Every Business

and prices will be sent without obligation.

R.C. Allen Business Machines, Inc.
679 Front Avenue, N. W., Grand Rapids, Michigan

YOU CAN CUT FIGUREWORK COSTS

with a

MARCHANT...

whatever your line of business!

The fully-automatic MARCHANT *Figuremaster*

- **EASY TO USE**
- **EASY TO OWN**
- **EASY ON YOUR TIME**

Whether your figurework is heavy or light . . . complex or simple . . . there's a MARCHANT calculator exactly suited to your needs that will do your figuring in a fraction of the time you're now spending.

● Call the local MARCHANT MAN. A test run in your own office will show that a MARCHANT calculator saves so much time you can't afford to do without one.

Any way you figure . . . it's

MARCHANT AMERICA'S FIRST *Calculators*

Mail this coupon →

Find out how a MARCHANT calculator will help cut your figurework costs and lighten your figuring burden. Mail this coupon with your business letterhead for free . . .

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MARCHANT CALCULATORS, INC., OAKLAND 8, CALIFORNIA

BUSINESS MACHINES

America's Finest Machines for Every Use and Every Business

"Copy Cats" Waste Time and Money

THAT YOU CAN SAVE WITH COPYFLEX!

Desk top Model 100 Copyflex copies originals 11 inches wide by any length. Makes up to 300 copies of different letter-sized originals per hour $498.50

Find how Copyflex can simplify and speed the following paperwork:

Purchase Requisitions	Accounting Reports
Receiving Reports	Payroll Records
Bills of Material	Invoices
Operation Sheets	Tax Returns
Production Orders	Sales Analyses
Shipping Notices	Inventory Records

Depending on the size of your company, hundreds to thousands of hours are wasted each month by personnel who are forced by paperwork to become "copy cats." Time and time again they copy by hand the same original information from one departmental form to another. Their work is costly, slow, often inaccurate.

The new, versatile Copyflex Model 100 does the work of "copy cats" . . . faster, at far less cost, and without errors. With Copyflex, original information is written only once—department copies are mechanically reproduced from the one original "action" paper. Letter-size copies are produced at a cost of less than 2c each. Copyflex one-writing systems can be tailored to any systematized paperwork in your firm, to speed and simplify purchasing, production, shipping, invoicing, accounting, and a host of other operations. Valuable personnel are freed for other important work. Operations are better controlled. You save thousands of dollars in time and labor.

Copyflex machines are quiet, clean, odorless. They require only an electrical connection, can be operated by anyone.
Mail coupon today!

Amazing New

BRUNING

Copyflex "100"

Copies anything typed, written, printed, or drawn on ordinary translucent paper—in seconds.

Specialists in Copying Since 1897

Charles Bruning Company, Inc., Dept. 1105
4700 Montrose Ave., Chicago 41, Illinois

Please send me information on Copyflex process and new Model 100 machine.

Name _____ Title _____

Company _____

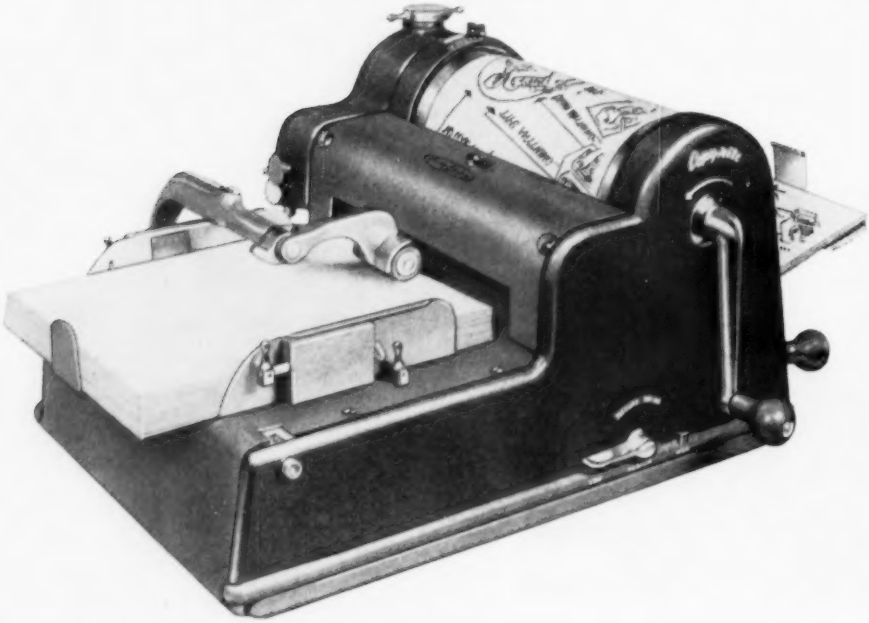
Address _____

City _____ County _____ State _____

CHARLES BRUNING COMPANY, INCORPORATED • 4700 MONTROSE AVENUE • CHICAGO 41, ILLINOIS

"Copy-rite"

A NAME RECOGNIZED THE WORLD OVER



No Other Liquid Duplicator Gives You All These Copy-rite Features

- Instant starting
- Roller moistening - No priming
- Margi-Set position control with fractional to 7 line adjustment
- Visible indicator to show "setting" at all times
- Position changeable even while machine is operating
- No stencils, gelatin, inks, type or ribbons
- Longer runs and sharper copies in single or multi-color

A complete line of liquid process duplicators including electric models—from $157.50 to $349.50 —all plus tax. F.O.B. Chicago.

WOLBER DUPLICATOR AND SUPPLY CO.

1217 CORTLAND STREET
CHICAGO 14, ILLINOIS

"Live" keyboard with keytouch adjustable to each operator!

Saves up to 50% hand motion—and effort! Never before have so many time-and-effort saving features been placed on an adding machine.

Every key operates the motor—so you can now *forget the motor bar*. No more back-and-forth hand motion from keys to motor bar.

And keys are instantly adjustable to *each* operator's touch! No wonder operators are so enthusiastic about it. They do their work faster—and with up to 50% *less effort*. New operating advantages! New quietness! New beauty!

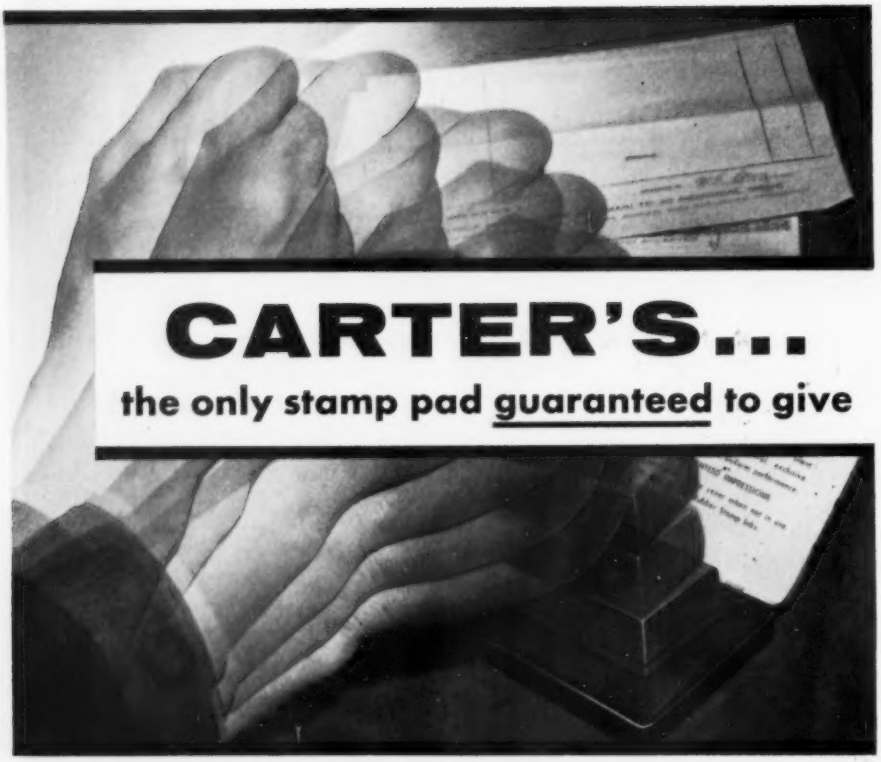
"Live" Keyboard with Adjustable Keytouch *plus* 8 other time-saving features are combined only on the National Adding Machine.

A National "De Luxe" Adding Machine pays for itself with the time-and-effort it saves, then continues savings as yearly profit.

One hour a day saved with this remarkable new National will, in the average office, repay 100% a year on the investment. See a demonstration, today, on your own work. Call the nearest National branch office or National Dealer.

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO
949 OFFICES IN 94 COUNTRIES

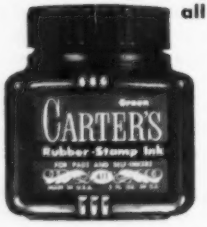
*TRADE MARK REG. U. S. PAT. OFF.
National*
ADDING MACHINES • CASH REGISTERS
ACCOUNTING MACHINES



Carter's stamp pads outsell the others because:

- Special patented construction provides 100,000 impressions.
- Boxes have rounded closed corners to prevent seepage, rolled edges to prevent damage to rubber stamps and for extra strength.
- Nainsook covering heat sealed, not glued, to prevent mixing of glue and ink.
- Pump action provides clear, sharp impressions . . . a uniformly inked pad at all times.
- Boxes handsomely lithographed in pad color for easy, immediate identification.

Carter's Rubber Stamp Inks give brilliant, sharp impressions . . . come in 5 sparkling colors and in all popular sizes!

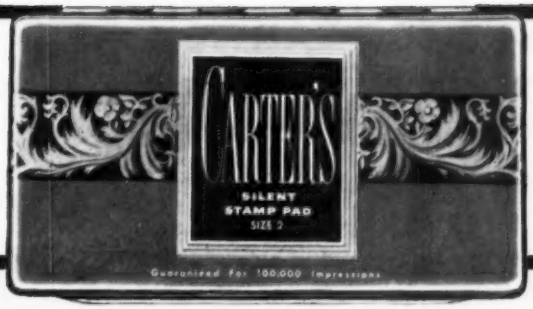


You'll find Carter's Rubber Stamp Inks best for Stamp Pads and Self-Inkers. They never damage rubber stamps.

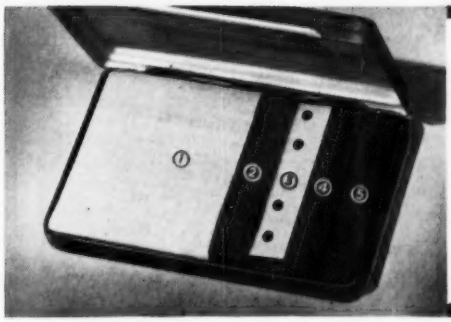
Choose from these colors:

- Purple
- Green
- Red
- Black
- Blue

YOUR STATIONER, MARKING SUPPLY DEALER and OFFICE OUTFITTER have complete stocks of Carter's Stamp Pads and Inks. Call your dealer today.



100,000 IMPRESSIONS



Carter Pump Action Construction assures more and sharper impressions

1. Fine, tightly stretched nainsook covering is lint-free, won't clog, wears longer.
2.-4. High quality felts of exact weight, fibre content and thickness for maximum ink capacity.
3. Rigid non-absorbent oil board with scientifically spaced perforations for smooth pump action, constant remoistening of pad surface.
5. Warpless asphalt base won't absorb ink, gives whole pad liveliness, resiliency.

For your self-inkers . . .

For sharper, more brilliant and quick-drying impressions from your Self-Inking Rubber Stamps, you can use no finer inks than Carter's Rubber Stamp Inks. They are available in colors that match the colors of Carter's famous Stamp Pads . . . make all your office stamping uniform and clean-cut in appearance.

If you prefer foam pads . . . CARTER HAS THE BEST

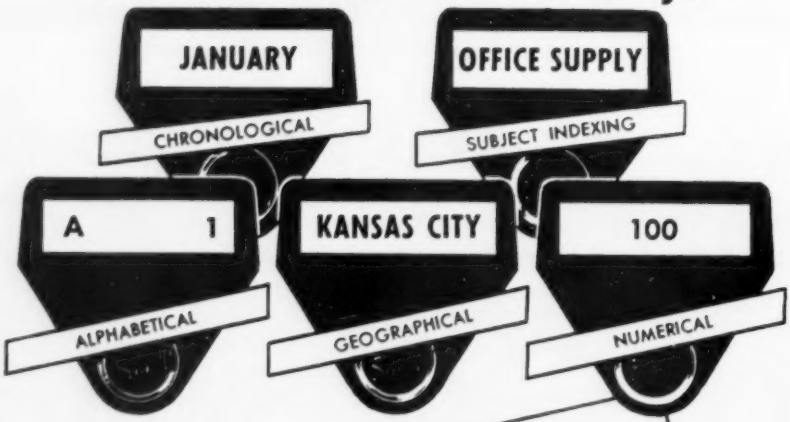
They have all the quality features of Pump-Action Pads . . . give quiet smooth operation. Special foam rubber with fine texture prevents lint and dust from clogging holes.

THE CARTER'S INK COMPANY

CAMBRIDGE 42, BOSTON, MASSACHUSETTS

Smead's TELL-I-VISION SYSTEM files 5 ways

REG. U. S. PAT. OFF.



1. ALPHABETICALLY
2. NUMERICALLY
3. GEOGRAPHICALLY
4. CHRONOLOGICALLY
5. SUBJECT INDEXING

Let us discuss your filing problems with you.

Reads like a book, from left to right.
Grows as needed.

THE Smead MANUFACTURING CO., INC.- HASTINGS, MINNESOTA

SPACE FINDER!

A New Filing Concept Giving You A Unique Combination of Advantages:

The proven space-saving, speed and economy of open-shelf filing.
Record protection from dust, dirt and fire equal to that of drawer files.
Pull-out work shelves for file maintenance and notations.

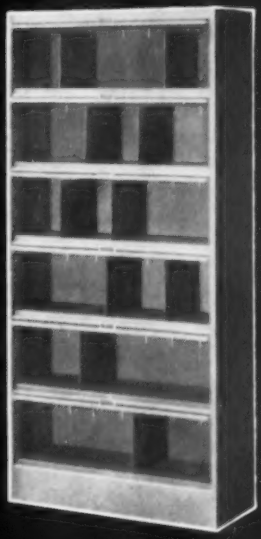


Photo at upper left shows Space Finder No. 1200 with doors closed. Center left photo shows girl using door as posting shelf. Space Finder at right has all doors open for active filing use. (Available with or without doors.)

For full details about Space Finder File and our other new equipment for the office, write for Catalog No. 6 as well as the name of your local representative.

PUNCHED CARD USERS:
Our complete line of tabulating accessory equipment is described in catalog No. 5. Write for your copy today.

TAB PRODUCTS CO.—57 Post St., San Francisco 4

Exclusively Yours...

Here is one of the most profitable opportunities to come your way . . . an exclusive franchise to sell the world-famous Adler Typewriter . . . Europe's quality standard for half a century. From Germany's finest producer of office equipment.

The unsurpassed quality of this precision-built Adler means less service and lower service costs plus fast turnover and greater net profits for you. Generous dealer terms insure higher gross profits. Lower list price makes it easier to sell and boosts your sales volume. And the exclusive franchise means exactly what it says—exclusively yours plus a firm retail price. The number of dealerships are naturally limited so get a franchised territory while they are still available.

ADDO MACHINE CO., INC. | **145 West 57th St., New York 19, N.Y. Circle 5-6940**

For further details mail this advertisement with your letterhead.

A CARBON AND RIBBON PLAN

Custom-Made to Your Requirements

STORMS SERVICE BUREAU

The Storms Service Bureau is ready to help you with special applications of carbon paper, inked ribbons and carbon rolls. You are invited to consult with Storms any time you get such requests from your customers. No obligation, of course.

THERE'S a STORMS Private Brand Plan to fit the needs of every dealer . . . large or small. Do as other satisfied dealers have done for over 50 years . . . call upon STORMS for the finest Carbon Paper, Carbon Rolls and Inked Ribbons. Use the coupon below for complete information and samples.

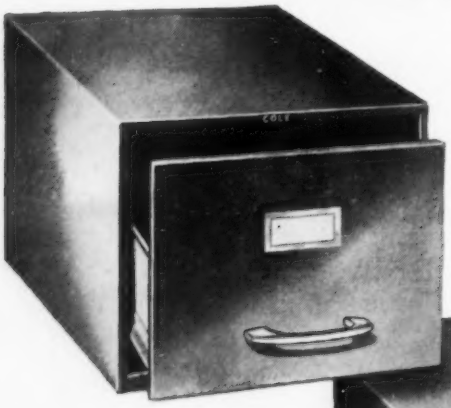
H. M. STORMS COMPANY

STORMS BUILDING, BROOKLYN 38, N. Y.

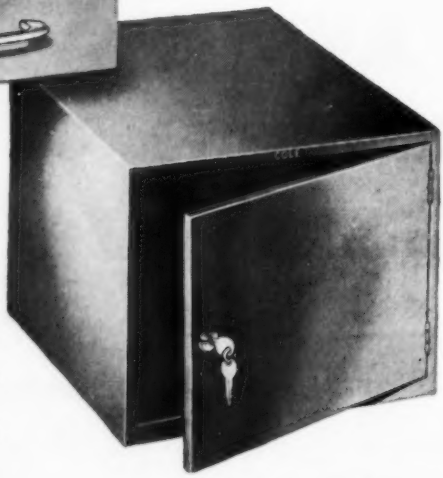
Ready for you NOW — the new 1955 Storms Catalog . . . 32 pages of quick reference to hundreds of items. Write for your copy TODAY!

H. M. STORMS COMPANY
Storms Building, Brooklyn 38, N. Y. O-4
Gentlemen: We are interested in the Storms Private Brand Program.
☐ **Please send us complete information and samples.**
☐ **We would like a copy of your new 1955 Catalog.**

Name .....
Company Name .....
Address .....
City .....**Zone**....**State**.....



COLE'S



ONE DRAWER letter file with spring compressor. Smooth gliding, roller bearings. 14¾" w., 12½" h., 16" d. No. 111, **$12.50**

Legal size. 18¾" w., 12½" h., 16" d. No. 222 ..... **$14.50**

SAFETY CABINET built of heavy gauge steel. With lock and key. 14¾" w., 12½" h., 16" d. No. 121 ..... **$12.50**

Jumbo-size 18¾" w., 12½" h., 16" d. No. 151 ..... **$14.50**

No. 700. Letter file, 14¾" w., 30½" h., 16" d. **$30.25**
No. 701. Legal size, 18¾" wide. **$34.65**

No. 702. Letter file, plus 4 x 6 card file. 14¾" w., x 36¾" h., x 16" d. **$37.45**
No. 703. Legal size with 5 x 8 drawers. ... **$44.25**

No. 704. Letter file, and safe unit. 14¾" w., 30½" h., 16" d. **$30.25**
No. 705. Legal size, 18¾" wide. **$34.65**

No. 706. Letter file, safe and 4 x 6 drawers. 14¾" w., x 36¾" h., x 16" d. **$37.45**
No. 707. Legal size, with 5 x 8 drawers. **$44.25**

Colors: Olive green or Cole gray finish.

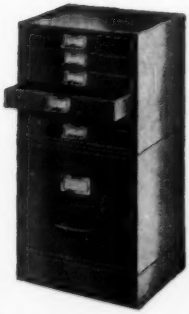
LOCKS for all units on these pages, $2.10 per drawer.

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17, N. Y.

"Interlock" SYSTEM

The cabinets illustrated on this and the opposite page represent only a few of the combinations made to meet your own particular needs. They can be interlocked with standard 3x5, 4x6 or 5x8 card cabinets. Cole's "Interlock" units are small enough to fit into any closet or corner, yet large enough to house any filing system.

PRICES SLIGHTLY HIGHER IN TEXAS, COLORADO AND WEST OF THE ROCKIES.



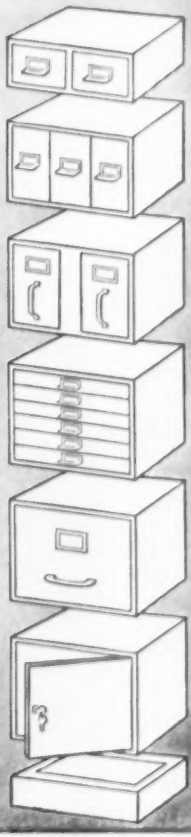
No. 708. Letter file with "legal blank" drawers. 14¾" w., x 30½" h., x 16" d. **$31.50**

No. 709. As above but "legal size" width. **$42.95**

No. 710. Double "legal blank" drawers, 3 x 5 card files, plus safety unit. 18¾" w., 35½" h., 16" d. **$54.95**

ADD-A-SECTION

Cole's popular interlocking units will save you time and valuable space. Designed so that you can build your own filing system to suit your particular needs. These are all 16" deep, 14¾" wide (letter size).



CABINET for 4x6 CARDS
No. C3462 **$7.20**

CABINET for 6x4 CARDS
No. C3364 **$20.00**

CABINET for 9x6 FORMS
No. C3962 **$19.20**

'LEGAL BLANK' Cabinet
also used for stationery and office forms
No. C166 **$12.50**

LETTER SIZE FILE
No. 111 **$12.50**

PRIVATE SAFETY Cabinet
No. 121 **$12.50**

SANITARY BASE
No. 111B **$6.25**

SEND FOR COLE'S LATEST CATALOG

COLE STEEL EQUIPMENT COMPANY
285 Madison Avenue, New York 17 N. Y.

285 Madison Avenue, New York 17, N. Y.

PRICES REDUCED AGAIN

on commercial sizes of "SCOTCH" Cellophane Tape

MORE GOOD NEWS for tape users! Increased tape production capacity makes it possible to slash prices again on commercial sizes of "SCOTCH" Cellophane Tape. These new cuts mean you can now buy some sizes of this transparent, stick-at-a-touch tape for as much as 30% less than you paid only a year ago!

SEE YOUR SUPPLIER now for bargain rolls of "SCOTCH" Brand Tape and handy tape-saving dispensers!

The more tape we make . . . the less you pay for it!

SWITCH TO THIS neater, cleaner method of sealing, holding, mending—new price reductions make tape your *economy buy!*

NEW 3M PLANT CAPACITY MEANS MORE TAPE OUTPUT, LOWER PRICES

New 3M plant at Bristol, Pa.

Production of "SCOTCH" Brand Cellophane Tape is hitting new highs with the addition of new plant capacity at Bristol, Pa., and Bedford Park, Ill. These plants are specially designed to utilize modern production techniques and manufacturing shortcuts. By producing quantities of high-quality tape at lower cost than ever before, they are enabling 3M to reduce prices considerably on commercial sizes of "SCOTCH" Brand tape.

The plants are also located conveniently close to major tape-consuming areas, which results in freight savings that are also being passed along.

3M officials emphasize that reductions in tape prices are being made while maintaining the high standards of quality that identify "SCOTCH" Brand tapes. They also point

Reg. U.S. Pat. Off.

SCOTCH
BRAND
CELLOPHANE TAPE

THE TERM "SCOTCH" AND THE PLAID DESIGN ARE REGISTERED TRADEMARKS OF MINNESOTA MINING AND MFG. CO., ST. PAUL 6, MINN. EXPORT SALES OFFICE: 99 PARK AVENUE, NEW YORK 16, N. Y. IN CANADA: P.O. BOX 757, LONDON, ONTARIO.

3M COMPANY

COLE STEEL EQUIPMENT CORP.
285 Madison Avenue, New York 17 N. Y.

Peggy is a chimpanzee who earns enough performing for movies and television to owe Unkie some income tax. She uses a Clary Adding Machine. Have you finished your tax return yet?

camera!

This 6-story and basement office building of Mutual Savings Life Insurance Co. in Decatur, Ala., is the largest office building in the world to be completely air conditioned by packaged heat pumps, according to General Electric Co. The building is cooled and heated by 13 5-ton G-E Weathertron units installed by Rowland J. Compton. Because there is more than one tenant on the first floor, three units were installed to condition this area and the basement. On upper floors, units have a thermostat control that permits one unit to shut off entirely if only one is needed. Each floor except the first has a single zone system and is served by a duct, running the length of the building, covered with acoustical tile to match the ceiling. Estimated operating cost is $75 a month. Only electricity is used.

An office in the above building showing the ceiling duct.

A small section of one of the partition installations by Irwin Casper, Inc., in the offices of Remington Rand Inc., New York.

Modernaire gray office furniture, made by Invincible Metal Furniture Co., installed in the offices of Derringer Metallurgical Corp., Skokie, Ill., by Industrial Office Supply Co., Franklin Park, Ill.

The first non-government use of an International Business Machine Type 650 Magnetic Drum Data Processing Machine is at the Apparatus Sales Div., General Electric Co., Schenectady, N. Y. L. to r. are Sarah G. Fleming, S. B. Crary and A. K. Bushman.

Lois Spencer, material department employee at Convair-Fort Worth, checks inventory control cards in Diebold V-Line Files. Daily facsimile posting keeps inventory up-to-date on over 40,000 items, with listings of all transactions.

The second Marchant Miniac electronic digital computer of Atlantic Refining Co. is now in use at Dallas. L. to r. are Annis Boone, operator; Dr. Eugene R. Brownscombe, Atlantic's assistant research director; Joseph Cotey, Marchant Research, Inc., applications engineer; and L. Preston Whorton, Atlantic's director of research and development at Dallas. The Miniac and its related data processing equipment represents an investment of about $150,000.

J. M. Kuhn, vice president, sales, General Binding Corp., Chicago, writes a brief memo to the firm's sales force on an Azograph master unit.

Wilma Saraco, a secretary at General Binding Corp., turns out sharp legible copies of the memo on an Azograph duplicator, in less than a minute.

Mrs. Saraco punches the duplicated memos so they can be inserted quickly into permanent binders upon arrival at the firm's branch offices. The Azograph is made by A. B. Dick Co.

General Binding Corp., Chicago, faced an acute need for improved field communications when it established branch offices in place of franchised dealers and jobbers. Revised price lists, sales graphs and charts, market surveys, orientation sheets for new salesmen, letters and additions to old material had to be delivered on time.

Several months ago, the firm went into the manufacture of equipment and materials for metal loose leaf binding after years of dealing only with plastic. The visual explanation of this process was drawn and typed on master units and copies were duplicated for the sales force.

Occasionally an executive gets an important idea while working late at night. He jots it down in memo form on an Azograph master unit while it is fresh in his mind. Then his secretary duplicates copies for branch managers the following morning.

During sales meetings, Mr. Kuhn said, all talks are transcribed on a tape recorder, typed on master units, duplicated and distributed to all who attend the sessions.

All secretaries in the office can do their own duplicating. They take dictation, transcribe it on a master and duplicate copies.

An executive office at E. T. Howard Co., New York advertising agency, functionally designed by S. S. Silver Interiors, Brooklyn, N. Y.

By using maximum space for office work areas, Bertram S. Silver, president of S. S. Silver, claims a firm can save much money on a long term lease. Eliminating unnecessary corridor space, said Mr. Silver, often allows a company to expand in their present space and save the cost of moving to larger, more expensive, quarters.

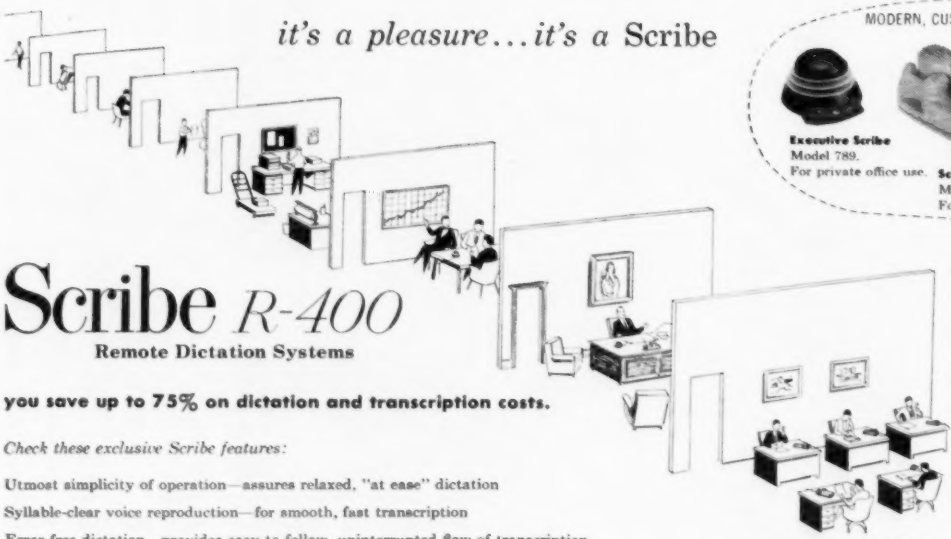
Only 160 sq. ft., out of the total 4400 sq. ft., were used for corridors in the E. T. Howard Co. offices.

Office of Universal Carloading Co., Newark, N. J., showing Milwaukee Metal Furniture installed by Uneeda Office Furniture Co., New York.

F. Donald Nixon, who operates market, bakery and restaurant enterprises in the Whittier, Calif., area, purchased an electric Clary 10-Key Adding Machine the day the new model appeared. Mr. Nixon is a brother of the Vice President.

Several office equipment firms have leased space in this 26-story aluminum-faced office building at 99 Park Ave., New York, according to Tishman Realty & Construction Co. Included are Monroe Calculating Machine Co., Ralph C. Coxhead Corp., International Business Machines Corp., and Minnesota Mining & Mfg. Co.

it's a pleasure . . . it's a Scribe



Scribe *R-400*

Remote Dictation Systems

you save up to 75% on dictation and transcription costs.

Check these exclusive Scribe features:

Utmost simplicity of operation—assures relaxed, "at ease" dictation

Syllable-clear voice reproduction—for smooth, fast transcription

Error-free dictation—provides easy-to-follow, uninterrupted flow of transcription

Maximum economy—recording medium lasts forever—your first cost is your last

Yes, Mr. Executive—whether it's correspondence, conference recording, or any dictation application—there's a modern Scribe Remote Dictation System that will save you time and money! With a Scribe R-400 Remote Dictation System, any number of executives can dictate into a machine located at the secretary's desk. No need for her to pick up dictation records from each executive. No delays in transcription. With a Scribe—there are no "5 o'clock pile-ups" on your secretary's desk—or on yours!

Let us show you how Scribe can go to work for you. Ask for a demonstration of the Scribe R-400 today. There's no obligation, of course . . .

SALES AND SERVICE FROM COAST TO COAST

SCRIBE CORPORATION 5024 WEST MADISON, CHICAGO 44, ILL.

MODERN, CUSTOM-STYLED STATIONS

Executive Scribe
Model 789.
For private office use.

Scribe Miracle Mike
Model 734.
For general-purpose use.

Scribe Hand Set
Model 794.
Telephone-style station.

your secretary too will say
"It's a pleasure . . . it's a Scribe!"

Announcing.... the NEW

PHOTO-COMPOSES DISPLAY

Automatically Develops, Fixes and Delivers Finished Print in Seconds

Automatic Letter-Spacing and Justifying

Select characters by dialing and press the automatic exposure button–that's all...! Each character is automatically letter-spaced and the lines extended or justified as desired.

The print that automatically emerges from the Coxhead-Liner is ready for paste-up. The copy is black and sharp–more so than any conventional printing methods can produce. No touch-up or opaquing is necessary. The paper upon which the print appears has a sturdy plastic finish. Copy can't be smudged. Dirt spots are removed by a damp-wipe.

Typemasters are Instantly Changeable

Changing a Coxhead-Liner type font is as simple as changing a phonograph record. The Fonts are durable, permanent plastic discs. You can't run out of characters with this method.

All Heads in this 'ad' were photo-composed on the Coxhead-Liner.
The body copy was composed on the Vari-Typer.

COXHEAD-LINER IS MADE BY THE MAKER OF THE WORLD-FAMOUS VARI-TYPER

Coxhead-Liner

TYPE BY SIMPLY DIALING!

14 pt. to **72** pt.

RALPH C. COXHEAD CORPORATION
720 Frelinghuysen Avenue, Newark 5, N.J.

Please send COXHEAD-LINER Book H-13

NAME.....

COMPANY.....

ADDRESS.....

CITY .....ZONE...STATE.....

How Much are You Paying
FOR PRINTED OFFICE FORMS?

Record forms are vital to any business, but why pay the high cost of having them printed?

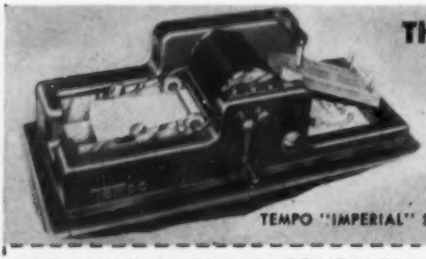
Just listen to this—every single one of the many forms necessary in the manufacture and sale of our Tempo Duplicators and supplies, is reproduced *right here in our office.* And, at just a fraction of the cost of printing—even in our own print shop!

You can do the same. If you use any office forms, whether in large or small quantities, it will pay you to investigate Tempo's Complete Office Printing Program.

Just pin the coupon to your letterhead and drop it in the mail. Why not do it now—before you turn the page?

REPRODUCE THEM RIGHT IN YOUR OWN OFFICE

Purchase Orders
Letterheads
Bid Requests
Production Schedules
Shipping Schedules
Time Cards
Shop Orders
and many others



The economical answer to your Printing Costs!

TEMPO ®

TEMPO "IMPERIAL" STENCIL DUPLICATOR

GEHA "REGENT" DUPLICATOR

TO: MILO HARDING COMPANY
502 S. Monterey Pass Rd.,
Monterey Park, Calif.

Please send complete information on how we can reduce our printing costs with Tempo's Office Printing Program.

COMPANY _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

Established 1904

LIKE A PRINTING PRESS IN YOUR OFFICE

PATENTED EFFICIENCY in the Use of CARBON

KEE LOX

GRIP-N-PULL CARBON PAPER

WITH THE EXCLUSIVE *ECONOMIZER BOX*

1. Automatic Alignment.
2. Automatic Rotation of sheets for longer wear.
3. Automatic Warning of last typing lines.
4. Hands do not touch the coated surface.

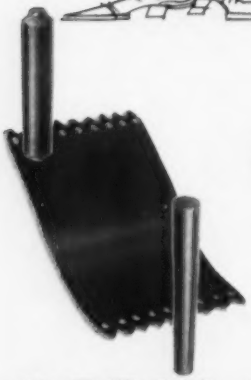
Exclusive sales rights given to dealers in Foreign Countries.

BRANCHES IN ALL LARGE CITIES IN THE U. S. A.
For Foreign, Write for Prices, Samples and Territory to
Export Dept., KEE LOX MFG. CO., Rochester 1, N. Y., U.S.A.

LOOKING FOR A WAY TO CUT PRODUCTION COSTS?

MERCURY-LITH ROLLERS AND BLANKETS
for Multilith printing machines

MERCURY-GRAPH ROLLERS
for Multigraph duplicating machines



switch to MERCURY
ROLLERS and BLANKETS

The extra mileage you get on these extra durable Mercury Rollers and Blankets makes them the smartest investment you can make in equipment. They're guaranteed to outlast and out-perform any accessories you've ever used — because they are built of the same materials and by the same methods as the rollers and blankets used on the world's largest commercial printing presses.

RAPID ROLLER COMPANY

FEDERAL AT 26TH STREET • CHICAGO 16, ILLINOIS

Eastern Office: 800 McCarter Highway, Newark 5, N. J.

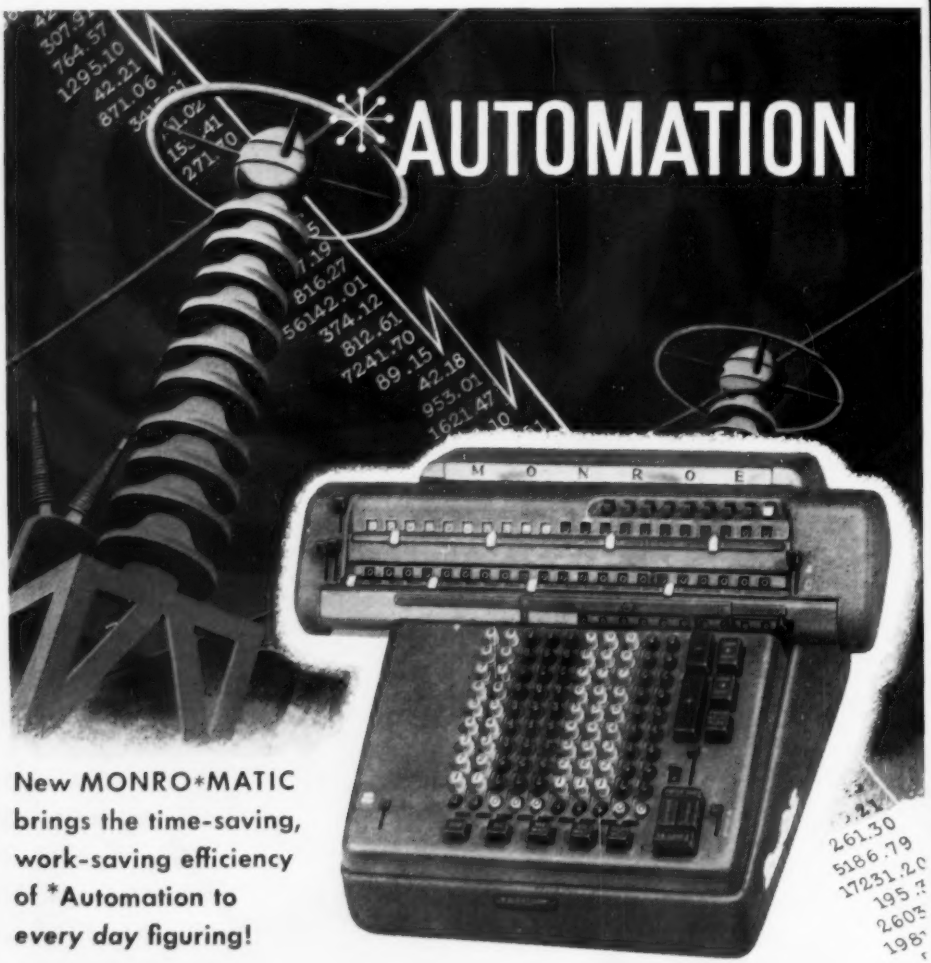
1955 *will prove it again...*

OLYMPIA'S NEW MEDIUM SIZE OFFICE TYPEWRITER *with standard machine action leads all others*

OLYMPIAS ARE SOLD EVERYWHERE THROUGH REPUTABLE OFFICE MACHINE DEALERS!

It has everything you need —and more! Its 13 inch writing line will accommodate all forms of letters usually needed in the office or home. It is the ideal machine for the small office and professional man, as well as the individual business man.

INTER-CONTINENTAL TRADING CORP. 90 WEST ST., NEW YORK 6, N. Y.



New MONRO*MATIC brings the time-saving, work-saving efficiency of *Automation to *every day* figuring!

Monroe, the most automatic of all calculators, brings you Automation, today's labor-saving industrial miracle.

Take the new Monro*Matic 8N, for instance, introduced just a few months ago. Business men were quick to recognize the 8N as the one calculator that reduces work-a-day figuring to feeding numbers, pushing buttons.

On zeros and decimals alone, because they are fully automatic, the 8N is way ahead. Work flows faster and chance of human error is eliminated. Multiplication and division, in fact every type of figuring problem is easier, faster on the Monroe 8N. From routine arithmetic to payroll and invoice work, to the most intricate statistical calculations, it eases through them all! And, after each problem, the 8N automatically readies the carriage for the next.

The *Man from Monroe*, listed in your classified telephone book, has the whole story. He'll show you why Monroes, the only calculators with Automation, breeze through your toughest figuring work. And the trial is on us! Monroe Calculating Machine Company, Inc., Orange, New Jersey. Branches Everywhere.

OPERATORS WHO KNOW... PREFER **MONROE** *CALCULATING, ADDING, ACCOUNTING MACHINES*

INVINCIBLE

Files

step up office efficiency

Efficient filing is a must in today's business world. That's why more and more concerns look to Invincible — for the files with the "business-engineered" features. Ball-bearing guide rollers, finger-touch compressors, handles with built-in drawer latch are just a few features that cut filing clerk fatigue. What's more, smart, distinctive styling adds new beauty to any offices. See the feature packed Invincible line today.

Tabulating Card File

Card Index Files

5, 4, 3, and 2 Drawer Letter and Legal Files

Set the pace for better business living

INVINCIBLE

METAL FURNITURE COMPANY

MANITOWOC, WISCONSIN

In Canada:

A. R. Davey Company Limited, Factory Representative
175 Bedford Road, Toronto 5, Canada

true economy

IN HANDLING TRAVEL EXPENSES

WITH THE

TRAVELETTER SYSTEM

eliminate expense checks
save accounting time
eliminate rush in approving expenses
provide sound control of traveling expenses
reduce cash advances
prevent lost time — and lost orders
build morale among your representatives

The Traveletter System is safe but flexible, as proved by 60 years of use. Its dependability, efficiency, and value are demonstrated by its renewal rate among thousands of users—better than 96.5%! *Here are a few of those users —*

American Cyanamid Co. (since 1935)
Prentice-Hall, Inc. (since 1935)
Binney & Smith Co. (since 1925)
Bauer & Black Div. of the Kendall Company (since 1952)
Wm. Wrigley, Jr., Co. (since 1906)
International Cellucotton Products Co. (since 1932)
True Temper Corp. (since 1935)
Diamond Alkali Co. (since 1948)
American Home Foods (since 1949)
R. G. LeTourneau, Inc. (since 1932)
Lionel Corporation (since 1935)
U. S. Time Corporation (since 1936)
Western Electric Co. (since 1937)
A. C. Gilbert Co. (since 1934)
Sunkist Growers, Inc. (since 1935)
Pennsylvania Salt Mfg. Co. (since 1950)
Commercial Solvents Corp. (since 1951)
Wyeth, Inc. (since 1944)

If you regularly send money to men in the field, you'll want to read our fully descriptive brochure. It will explain the Traveletter System to you, show you how Traveletter *saves money* and *makes money* for your company. Write to Traveletter Corporation, Greenwich, Conn.

TRAVELETTER

SINCE 1894

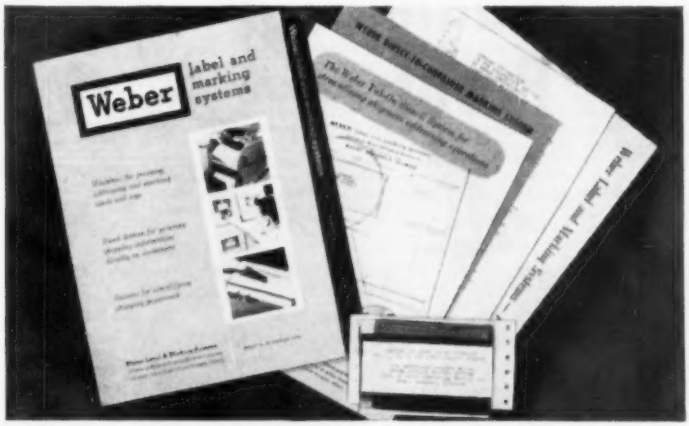
This "free" file-folder kit will show you . . .

How to simplify your shipping paperwork

Cost-conscious firms have discovered that the key to efficient shipping and packaging operation is a fast, low-cost system for addressing and marking containers. That's exactly what this File-Folder Kit is about.

Described and illustrated are systems that make shipment addressing and product identification marking faster, cheaper and more accurate. You'll see how addressing operations can be tied-in with the preparation of shipping paperwork, and how the entire chain of events leading to the addressing and marking of your shipments can be streamlined. And there are also product samples that you can try out!

Never before has so much factual information been offered on this important subject—and it's all yours without charge or obligation. Make sure you get your Weber Label and Marking Systems File-Folder Kit right away! Simply fill out the coupon below and mail—today!



NOTHING LIKE IT EVER BEFORE! Not a catalog of products, but a file folder of systems created to streamline shipment addressing and marking, and simplify shipping paperwork.

Weber

label and marking systems

Division of Weber Addressing Machine Co.
Mount Prospect, Illinois **Phone: CLearbrook 3-2405**

☐ Please send me a Label and Marking Systems File-Folder Kit.

☐ Also, we would like to talk to your representative as soon as possible about improving our shipment addressing and marking operations, and simplifying our paperwork.

Weber Label and Marking Systems
Dept. 8D, Mount Prospect, Illinois

Company_____

Individual_____ Title_____

Address_____

City_____ Zone____ State_____

Don't Cry Over Spilt Ink

it's Puddle-Proof

You'll find the Morris *puddle-proof* SAFE-T-SET the answer to all writing problems. Tip it...tilt it...even turn it upside down. The ink can't spill out of a SAFE-T-SET. And you can write for months on a single filling with a Morris hard-tip point that matches *your* handwriting.

Low-cost SAFE-T-SETS are economical enough to place on every desk. Double SAFE-T-SETS are ideal for executives who need one pen for signatures, another for fine detail work. For accounting department use, where two colors of ink are needed, too!

You can find the *puddle-proof* Morris SAFE-T-SET in all popular colors at your stationer or office supplier. Built with hard use in mind, it will give you years of satisfactory service. Ask for it by name.

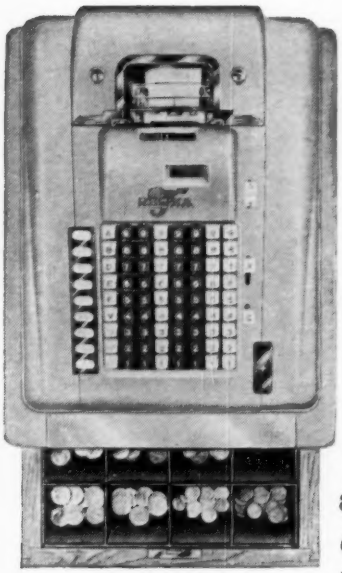
Morris is also the foremost name in *matched* desk-top equipment. Morris *Matched* Sets ...memo pad, ash tray, pen set, expandable letter tray, even book ends...cost less than you might pay for a single fountain pen set. Remember, well-organized desks are productive desks, and Morris *Matched* Sets are so economical.

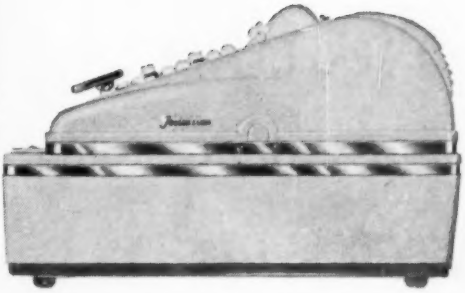
Leader in matched desk-top equipment

BERT M. MORRIS CO.

8651 WEST THIRD STREET, LOS ANGELES 48, CALIFORNIA

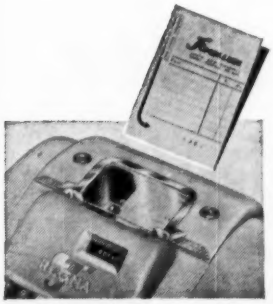
In New York: 381 Fourth Avenue • In Canada: McFarlane Son & Hodgson, Ltd., Montreal, Quebec





a new concept of cash register design

If there is *one* cash register which fully meets the performance and budget needs of *all* small and medium size retailers—surely it is the magnificent new Regna DeLuxe! A cash register . . . an adding machine . . . a bookkeeping machine—it is ideally suited for the multiple functions of cash protection, cash-credit control and general figurework. Sturdy, precision-built, soft-spoken . . . virtually maintenance-free! And note the Regna's trim, rounded styling: so elegant, compact, unobtrusive. Yet for all this versatility and beauty, the Regna is low-priced, within easy reach of the smallest storekeeper! New manual or electric models with through-colored Carbamide cases in green, ivory and maroon.



Regna can print double cash receipts (one for store, one for customer).

Visible item indication shows clerk and customer individual items, total.

A complete stock of Regna parts is located in service centers throughout the U. S.

New square-shaped "sculptured" keys are far easier and faster to operate.

Electrically and hand operated models with or without indication.

REGNA CASH REGISTER

IN CANADA: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Monretal, Que., and Business Equipment Machines, 489-R King St. W., Toronto, Ont.
OUTSIDE CONTINENTAL U.S.: Jorgen S. Lien, Box 507, Bergen, Norway.

Regna Cash Registers, Inc.
175 Fifth Avenue, New York 10, N. Y.

Gentlemen:

Please send details and prices on the Regna Deluxe Cash Register plus information about becoming a Regna dealer.

Name.....

Company.....

City.....Zone.....State.....

In office after office everybody wants to use

the new Friden Natural Way Adding Machine

Just put your hand here

— to feel how every finger (of either hand) falls into natural, easy working position... how the over-size, plainly labeled control keys give direct "live" response... how Totals and Subtotals are obtained instantly by depressing bars, with no space strokes required. This is the *first* adding machine to fit the human hand — the first new keyboard granted a patent in years!

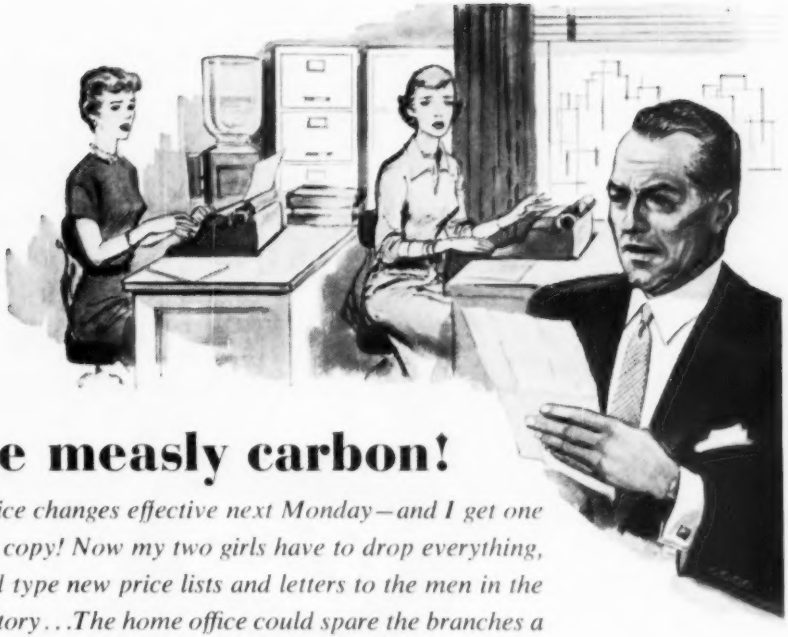
... then watch what happens here

Actual items you enter on keyboard appear in this Check Window *before* they are printed or added. For the first time on an American 10-key machine you *see* what you're adding — so you can work quickly and accurately. Note, too, how Clear Signal prints automatically on tape with the first item following a total... also how True Credit Balance prints without extra motor operations or pre-setting!

From Friden — maker of the fully automatic Calculator, *The Thinking Machine of American Business* — you expect a remarkable adding machine. We promise you will not be disappointed. Ask your nearby Friden Man to show you the Friden Natural Way Adding Machine *... it's completely new!* Friden sales, instruction and service throughout U.S. and the world. FRIDEN CALCULATING MACHINE CO., INC., San Leandro, California.

PRODUCTS OF **Friden**

THE NATURAL WAY ADDING MACHINE
THE AUTOMATIC CALCULATOR
THE COMPUTYPER • THE ADD-PUNCH MACHINE



One measly carbon!

"Price changes effective next Monday—and I get one measly copy! Now my two girls have to drop everything, and type new price lists and letters to the men in the territory...The home office could spare the branches a lot of grief by just sending enough copies..."

Not enough copies...

loses time, delays action, lowers efficiency in every business...is a chronic problem which Ozalid can usually solve.

Anything written or typed, printed or drawn on translucent (lets light through) paper can be copied on an Ozalid machine, in less than a minute. The copy is accurate, clear, dry and ready for use.

A letter size copy costs less than 2¢—a lot less than retyping and proofreading, transcribing, photocopying. And anybody can use an Ozalid machine.

Save every department...

Thousands of companies now use Ozalid copies of orders, invoices, material lists, statements, bulletins, tax returns, charts and drawings—to speed production, order filling, accounting, billing, shipping, etc.

Add new entries on cumulative reports, and Ozalid copies save transcribing and typing. Files can be reduced; one carbon makes Ozalid copies anytime.

Even in a small office, an Ozalid machine soon pays for itself. Call the nearest Ozalid distributor *(see phone book)* and ask for a demonstration. Or write to 176 Ozaway, Johnson City, N. Y. In Canada, Hughes Owens Company, Ltd., Montreal.

OZALID—A Division of General Aniline & Film Corporation...
From Research to Reality

OZALID

BAMBINO *(right) is the smallest, fastest, low-priced office copying machine; will make 200 copies an hour, on sheets as wide as 9", for less than 2¢ a copy.*

IT'S FREE AND IT'S PACKED WITH IDEAS THAT SHOW HOW COLITHO OFFSET DUPLICATING PLATES CAN STREAMLINE YOUR BUSINESS PAPER-WORK

Clip this coupon and mail with your letterhead for your FREE copy of the Colitho Idea Folio.

Colitho

THE "ONE-WRITE" WAY TO RUN A BUSINESS

Colitho Division, COLUMBIA RIBBON AND CARBON MFG. CO., Inc.
954 Herb Hill Road, Glen Cove, N. Y.

Send me the Folio of Colitho Application Ideas.

Name_____

Company_____

Address_____

City_____ Zone_____ State_____

NEW Books

IDEAS FOR PAPER AND DESK WORK. *Gordon L. Mattson & Associates, 105 W. Monroe St., Chicago 3. A series of 18 4-page digests, $25. ($12 plus postage until May 15.)*

Gordon L. Mattson, a consultant on administration and office procedures, has prepared an interesting series of digests covering work simplification, human engineering, time and energy conservation, information and fact finding, selling ideas, reducing the cost of space, purchasing office items, mailing and mailing lists and filing. These are of interest to top management people, office managers, systems and procedures specialists, industrial engineers, purchasing agents and filing supervisors. They also are used by stationery and office equipment manufacturers and dealers as a training aid for salesmen. Other companies have found them valuable as a training aid for people who are preparing for more responsibility. Mr. Mattson has taught management and accounting courses at five large universities. In addition to full-time consulting he teaches office work analysis and systems management at the University of Chicago.

NEW FACTORS IN CORPORATE INSURANCE PLANNING. *American Management Assn., 330 W. 42 St., New York 36, 71 pp., $1.75.*

A discussion of external forces which the company insurance manager must consider in his planning. The impact of the buyer's market on the insurance field, resulting in an extension of the policy of special treatment for the big as opposed to the little purchaser of life insurance. The next tax law and its effect on corporate insurance and the executive's own portfolio. Atomic energy risk and possible sources of coverage.

IF YOU OPERATE DAVIDSON, MULTILITH OR OTHER REPRODUCTION EQUIPMENT...

YOU NEED THE

RAPID PRINTER

A Completely Enclosed Carbon Arc Lamp And Vacuum Printing Frame Combination System

There is no better way to produce small offset plates than with genuine arc lamp equipment.
The nuArc Rapid Printer gives you years-ahead performance. Produce plates that assure longer runs with sharp dot structure and improved line definition. Light intensity remains constant and uniform. Pre-sensitized plates can be produced in 20 to 90 seconds.

Make PRE-SENSITIZED PLATES in 20 to 90 Seconds

RP-21 FLOOR MODEL—Plates up to 17½ x 22½"
RP-17 FLOOR MODEL—Plates up to 14 x 20"
RP-13 TABLE MODEL—Plates up to 12 x 16"

The nuArc nuLite

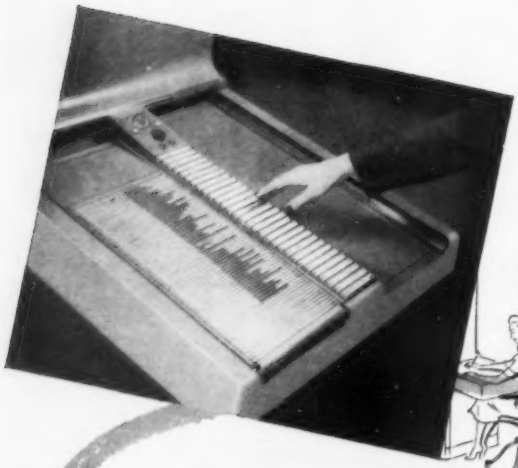
LIGHT TABLE WITH DEVELOPING TABLE TOP AND COPY EASEL

The most important accessory in your shop is the nuArc nuLite light table with the Developing Table Top. Equipped with soft, diffused fluorescent lighting. Ideal for stripping, opaquing, layout and finishing. Complete with chemical containers, sponges and storage rack. Calibrated straight edges. nuLite light table is 25 x 30", with extension shelf 23 x 23". Glass size 23 x 28".

LT-23 nuLite • DT-26 Developing Table Top

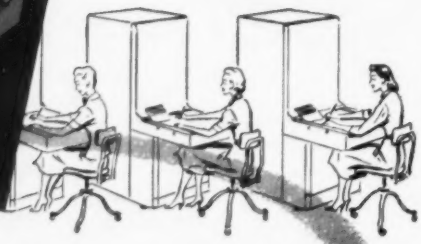
nuArc COMPANY, INC.
824 S. Western Ave., Chicago 12

nuArc Co., Inc.
824 S. Western Ave.
Chicago 12, Ill. Dept. No. OF-200
Please send Bulletin No. 230
Name_____
Title_____
Company_____
Address_____
City_____ Zone____ State____



VOLUME UP
135%

INVENTORY UP
66%



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How Business Uses Inside Telephone Systems

J. A. WEBBER
Manager, P-A-X Sales, Automatic Electric Sales Corp., Chicago.

JUST ONE MINUTE, Mrs. Thomas, and we'll have the information for you." The executive is speaking to a couple across the desk from him in the modern, handsomely decorated offices of the Talman Federal Savings & Loan Assn. in Chicago. The information sought is confidential and needed immediately. While the client waits anxiously at his side, the executive picks up an interior telephone and makes a brief request.

Shortly, a messenger girl walks up with the file. A conference is held; a decision made. It all takes but a few minutes. A simple everyday procedure apparently, and probably seldom regarded by the casual observer. Yet, had there been a delay in getting the necessary information, the executive would have lost valuable time in expediting the loan transaction. The time saved enabled him to turn to other waiting clients and thus handle more business that day.

Such speedy service is made possible by quick, "no-wait" communication through an inside telephone—one of the dozens of similar instruments in that expansive office—each one of them a part of the office equipment along with the chairs, desks, filing cabinets and lamps. The inside telephone system, in thousands of other offices throughout the country, is in fact a specialized business machine—installed specifically to provide inside communication.

We have come a long way from the days when the equipment of an office consisted only of a typewriter and a telephone, in addition to the furniture. Today's offices are highly mechanized. Millions of dollars have been invested in specialized machines to get out the tremendous volume of paperwork. Office executives are hired for their

With two telephones, there is no chance of being disconnected from an outside call while obtaining information on the inside phone.

farsighted analysis of operational problems as well as their administrative ability. They have constantly added to their office equipment, as need for more efficiency has developed.

The telephone itself has so long been basic to every office that many a business executive takes it for granted, allowing its primary importance to be obscured by paper processing machines. In some offices, a *single* telephone system is expected to handle the huge and increasing volume of inside and outside calls characteristic of modern business operations. Telephone service is assumed to be right for the organization because it is already in operation and not giving obvious trouble. Businessmen often forget that any other arrangement is possible.

Some 40 years ago, when most businesses were not as highly departmentalized as they are now, inside communication was not a serious problem. With increasing departmentalization, however, the lack of quick communication delayed all operations. It promoted inefficiency to the extent that production in the factory was often slowed by poor communication in and with the office. The telephone had, of course, come into its own as the principal means of *outside* communication, but its use as an administrative aid had not been generally recognized.

About that time, however, some businessmen discovered the automatic dial telephone, and the possibilities it offered for mechanizing communications within their organizations. Providing direct contact, quickly and with complete privacy, the automatic telephone permitted virtually "face-to-face" conversation in even the largest organization. Furthermore, because the system was automatic, it offered a variety of auxiliary communication services especially adapted to the needs of a business.

That was the start of the modern trend in office communications — the increased emphasis on privately-owned telephone systems for inside calls which surveys show are 50-70% of all telephone calls in the average office. Such systems, independent and separate from the regular city telephone equipment, easily resolve the now generally recognized conflict between incoming and outgoing calls and interoffice calls. By handling the inside calls that make up the bulk of all calls, the separate, inside system reduces tie-ups in switchboard service and virtually eliminates outside call delays.

From an efficiency standpoint, however, the main reasons business organizations adopt an inside telephone system as part of their basic office equipment lie in the savings of time and money that the system makes possible. Speeded operations in the production of goods and services require integration of the work of many departments. Adequate, high speed communication within the organization itself is necessary to assure steady, profitable production. Money and time are saved all down the line, by eliminating telephone call delays and service conflicts which result from using the rented outside telephone facilities for both inside and outside calls.

The rented inside telephone company system may be *manual* (using an operator for inside and outside calls) or *automatic* (where all calls are dialed). If, with manual operation, you signal your operator to make an inside call, she must take time from other calls to answer, call your party, and finally connect you. This wastes her time and yours. Besides, while you are talking to someone in another office, an important outside call may be waiting for you. Suppose this outside party is a customer, forced to wait while you're busy on the inside call. Remember, he can't do business with a busy signal! After waiting for you to give him priority over your inside conversation, he may abandon his call entirely. You stand a chance of losing him and his business.

errors. More business gets settled in

Talman Federal Savings & Loan Assn., Chicago, uses an inside P-A-X telephone system to serve thousands of depositors and loan applicants.

Of course the fault is neither yours nor the operator's. Rather, the blame lies with an overloaded switchboard and this means an overburdened telephone operator. A modern office can ill afford this type of operation. Yet, in some companies it is considered normal. For these firms it may be "normal" but it is certainly not the standard that telephone operation should set. If the rented inside service is automatic (where you *dial* your inside number), you save time and have lessened operator problems but the fundamental conflict remains. Inside and outside calls are being handled over the same wires and same telephones.

Now, consider the private, separate inside system. It is composed of the same standard telephones and equipment as are used by public telephone companies, and it carries all the late developments of the industry. Probably the most immediate benefit is that the separate system enables an office to select those locations where rented outside telephones are vital to operations, and to install privately-owned inside telephones in locations where interior service is needed. This gives the business greater control over telephone expenses and, at the same time, improves telephone service. With the separate system, the frequent abuse of telephone facilities by employees making personal outside calls is virtually ended. So is the conflict of inside and outside calls.

If this were the only reason for use of a separate system, however, it might be insufficient. Far greater considerations in service and costs are involved. Once the private system is installed, savings in departmental operations are substantial. Here are a few examples:

George B. Carpenter Co., Chicago, distributor and supplier of awnings and hardware, cotton duck, twine, rope and cordage, made a survey to estimate savings from their P-A-X Business Telephone System. They found a direct tangible saving of about 10% during periods of a moderate amount of business telephoning and a saving of approximately 18% during periods of heavy telephone traffic. The savings were found by simply comparing charges and expenses before and after installation of their inside system. A. E. Stollfus, secretary and treasurer of the company, pointed out: "With our own system, everyone is able to finish his long distance telephoning faster, because he can get the information he needs over his inside telephone. Our people don't have to make so many call-backs to correct poor guesses or

errors. More business gets settled in one single telephone call." By comparing past and present experience and analyzing time studies made before and after communication was improved, their organization estimates that the overall employee working-time saved by their own communication facilities amounts to from 10% to 20%, depending on seasonal work, job shifting, etc.

At the Jacob Ruppert Brewery in New York, the need was for fast, specialized communication to maintain proper balance among the complex steps in beer manufacturing. Ruppert's original internal communications system was rendered inadequate by the exacting requirements of an enlarged plant operation, with a correspondingly larger office force. In May, 1942, a P-A-X System for 50 telephones was installed. In 1946, and again two years later, equipment for 50 additional telephones was added. At present, 144 telephones are connected through the flexible control unit (switchboard). From offices throughout the brewery, Ruppert's key people are in immediate communication via telephone with every key area of their organization. Each may dial directly from his desk to contact others within the organization. Neither the number nor the length of inside calls need be limited. Ruppert officials declare that savings in every part of their operations — production control, packaging, accounting, distribution—are traceable to the efficiency with which every "member of the team" works together through the intercom network.

The executive direct line telephone is an auxiliary service with most automatic inside phone systems like this P-A-X installation.

An inside telephone system, like P-A-X, is privately-owned and controlled. Aside from the original investment, the negligible maintenance cost and an occasional replacement of parts are the only expenses incidental to the enjoyment of benefits from a system that is operative 24 hours daily and lasts on the average 25 years or more. Moreover, the original investment can be amortized over a period of several years, and this amortization balanced against the overall savings achieved through the faster, more efficient business organization developed with the system. The return on this investment is as great, or greater, than investments in other office machines.

Recently, much has been written about obsolescence of all business equipment. It is true that, because of our fast-moving world with economic, scientific and developments, much machinery quickly becomes obsolete. It does not meet the changed requirements. It is a source of real satisfaction to us that P-A-X Business Telephone Systems installed 25 years or more ago are still performing as well in every way as the newest equipment. Telephones have been changed, of course, and many of the older switchboards have been expanded as the organization has grown, but the original equipment is still in service.

Concededly, the private, inside telephone system is a management tool; purchased primarily for savings and as an aid to better administration. Nevertheless, the private system benefits *all* employees and helps them meet their responsibilities. By saving their time, through touch-of-a-dial contact with fellow workers, it assures more efficiency from each employee, simultaneously speeding production and cutting

In the offices of George B. Carpenter Co., Chicago, pneumatic tubes are used to convey papers and an inside telephone system is used for audio intercommunication.

costs. More than that, it builds morale by enabling them to do a better job.

The executive's job is to make decisions which often necessitate immediate exchange of information. Experience of many firms shows that executive control over personnel is enhanced with the network of inside telephones. To see how this works let us take a quick glance at four men in widely scattered offices: a general manager, a controller, a plant manager and a purchasing agent.

First, the general manager. The host of administrative problems for which he's responsible require his control over all operations. He can't have it without constantly clear communication channels to every executive and department. When a single telephone system is forced to handle both inside and outside calls, the lines are frequently clogged. The general manager finds he cannot contact others quickly. He loses time and an executive's time is money! But, using an inside telephone, he reaches any department instantly, saves time and money, and has executive control over his entire organization.

Now, the purchasing agent. With his large volume of inter-office correspondence, catalogs to refer to, and salesmen calling in person or telephoning, he needs an "efficiency" machine to help him. The separate, inside system makes his job much easier. For instance, he answers a call from a supplier on his city telephone. He needs information from another department regarding the call. The supplier waits momentarily, while the purchasing agent uses his second telephone to call the operations manager, then quickly returns to the supplier with an answer. There is no disconnection of either the waiting city call or the inside call. No call-back is required, nor is there any delay to hold up the purchasing agent's work. His entire department, with an inside telephone on every desk, saves him steps and time, and helps everyone in the department to be more efficient.

As to the controller, he needs information from the payroll department, purchasing, sales, and other sections—all the time. To get the facts quickly, he dials his inside telephone and reaches any department in seconds. There's no conflict with extensions to city telephones, in those departments, which may be busy with outside calls. Suppose the controller wishes a conference

Office of the plant manager of the Jacob Ruppert Brewery, New York, where inside telephones number 144.

with four key men with whom he must talk frequently. He notifies them beforehand of the conference time. At the appointed hour he and they dial the special conference number which automatically connects the inside telephone lines of all four men to the controller's and to one another. The parties confer together without leaving their desks. This arrangement, called a conference service, saves time of all the five parties.

The plant manager, too, needs quick, confidential information from all branches of operations. To get it he depends on the inside telephone system just as he depends on a production clerk or machinist. Superiors, in turn, need telephone facilities to keep him informed. The firm can hardly afford not to provide inside telephones for every plant location since the cost of such equipment is under the control of management.

It is difficult to prescribe telephone locations except for a specific office arrangement. However, some salient principles for every office might be noted here:

1. Where work is of a routine nature and two or more persons are doing the same type of job working in close proximity to one another (as two draftsmen or two accountants), they need not have an inside telephone individually. Each group of two men can share one telephone between them.

2. Executives with secretaries will have an inside telephone for the secretaries as well as themselves. For this purpose a two-line telephone connected from the executive's desk to the secretary's is in order.

3. For certain types of offices, such as a billing machine section where the work rarely requires an inside call, only the supervisor need have an inside telephone. In a central file room only two inside telephones are recommended, one for the supervisor's desk and an extension to the counter where messengers bring material to be filed and pick up material from the files. The same is true of the mailrooms, storage rooms and duplicating sections. Clerks have little use for inside telephones in those offices; only the man in charge of the department should require one.

4. Where work is primarily of a clerical nature and involves correspondence, each person so engaged should have his own inside telephone. The same is true for duties which require purchasing, verifying, adjusting and sales.

5. Inside telephones are especially

important in the city switchboard room, conference rooms, message center and at the reception desk.

The size of the control unit varies according to the number of lines it is to accommodate. In many offices it can be placed in an alcove or closet. Since its operation is quiet, a usual location is one corner of an office, either partitioned off or not. In fact, the unit can be placed almost anywhere convenient, provided that the location is dry, relatively free from dust and not unduly burdened with heating pipes and similar installations.

To the general benefits of a privately-owned inside telephone system, may be added the specific advantages of many auxiliary services available with most systems. Among these, provided in most cases by supplemental equipment, are code calling, paging (area communication), executive direct-line telephone, conference service (described earlier), watchman's reporting service, and others. Each is uniquely suitable for certain kinds of operations. As a group they provide every conceivable type of inter-office communication, are varied and adaptable to cover business offices of from 10,000 sq. ft. to 1,000,000 sq. ft. or more. Especially for offices which are part of and connected to manufacturing and processing plants, the wide range of services is important. Although limited space prevents considering all auxiliary services here, the ones most extensively used in connection with manufacturing offices should be noted.

The paging telephone (area communication) provides a loudspeaker installation and equipment which enables the user to dial a number, then speak an announcement into the handset. This announcement is carried over a series of loudspeakers in a specified office or plant area. The service permits complete, two-way conversations between one person on a telephone and any number of others within an area. Workers, to reply, need not stop what they're doing. They simply speak towards a nearby microphone and answer. The reply is heard over the calling party's telephone.

Loudspeakers connected to paging telephones can be used to good advantage in combination with, and supplementary to, the inside telephone system when a communication is general information and when it matters little who overhears besides the intended recipient. Some have proposed using departmental loudspeakers instead of telephones for certain office locations. Remember that it is usually easier to install telephones than departmental loudspeakers because platforms, posts and wall and ceiling accommodations are usually necessary for loudspeaker installation, whereas telephones can be placed on desks (either on top or

(Continued on page 172)

M. V. Maguire, assistant trainmaster, Louisville & Nashville Railroad, and his secretary, both have inside P-A-X telephones.

Planning an Inside Telephone System

CARL F. MEGELIN

Assistant Sales Manager, Kellogg Switchboard & Supply Co., Chicago.

MOST BUSINESSMEN over-simplify their voice communication problem. They think of it as a single communication problem, to be solved by rented facilities because they already have such facilities. Actually, every business has *two* voice communication problems: (1) Exterior communication to and from the outside and; (2) Interior communication within the organization itself. This article will discuss exterior two-way voice communication and interior two-way voice communication.

Overall voice communication is a vital necessity to any organization. That is so obvious a fact that it is often completely overlooked. When overall communications are broken down into their logical components (exterior and interior), we are but practicing the great American business art of specialization or departmentalization.

American industry has grown great because of its departmentalization. In your own organization you probably have many departments. Perhaps an order department, purchasing department, treasury department, executive department, bookkeeping department. In the plant there will be many other departments and sub-departments. Without adequate communication, a business could not operate. It is of equal importance with personnel, finances, housing or any other main aspect of business.

When you think about communication in a departmentalized manner, you can analyze the requirements of each type of communication and take the necessary action to see that the requirements are filled. Of great importance in analyzing communications is to not only make it possible for people to talk together easily but to try to determine what people talk about.

When the existing communication problem is divided into its logical components: exterior and interior, it is found that exterior communications, *every business call made over the outside telephone system to or from the business,* has to do with the bringing of (1) men, (2) money, (3) machines and (4) material to the business and

Executive station of the Kellogg Select-O-Phone intercom installation at Commercial Bindery Co., Detroit.

A Teletalk intercom system, made by Webster Electric Co., matches the furniture in the offices of Jenney Mfg. Co., Newton, Mass.

the shipment of fabricated goods and services away from it. Psychologists say that the obvious is one of the most difficult things to recognize, so let's repeat the obvious: The responsibilities of your exterior communication system are to bring men, money, machines, or materials to the place of business, and the shipment of fabricated goods or services away from it.

The requirement for the interior communication system is entirely different. Interior communication has to do with the movement and control of men, money, machines and materials *within the confines of the business; and the actual fabrication of the goods,* getting them ready to ship away.

These are two entirely different communication requirements. One has to do with movement of goods *to and from* an establishment and the other has to do with movement *within* the establishment. Any difficulties or obstacles that are placed in the communication path regarding either of these two requirements automatically place obstacles in their actual accomplishment. If you cannot *talk* about getting men to a plant you will find it difficult *to get* the men there. If you cannot *talk* about getting materials, you will find it difficult to actually get them. Similarly, if you cannot easily *talk* about controlling or directing men after they are here, you will find it difficult to actually do it. If you find it difficult to *talk* about handling or moving materials, you will find it difficult to actually handle or move them.

Conversely, the easier you make it to talk about these things, the easier you get them done. The easiest way to get things done more economically and with less confusion may be the separation of exterior and interior communications: to departmentalize them into their own logical departments—exterior and interior.

In taking this new look at a communication problem, the equipment already in use should be examined. The average traffic load of any existing single communication system is about fifty-fifty. That is, 50% of all calls are exterior and 50% are interior. Such figures, however, may also be over-simplification. It is relatively unimportant what the traffic load on the switchboard is. It is much more important what the traffic load on each instrument is. The switchboard is exactly what it is named, a switching mechanism designed to switch calls from one point to another. It creates no business itself, it causes no trouble and its size is completely regulated by the requirements outside itself — the number of extensions and the number of calls which the extensions make.

Let's forget about the switchboard traffic for a moment and talk about

Intercom Instruments

Dial telephone system for medium size installations. Select-O-Phone Desk Telephone in brown finish and Select-O-Phone Loud-Speaking Executive Station (Kellogg Switchboard & Supply Co.).

Dial telephone system for large installations. Kellogg K-500 Standard Telephone (Kellogg Switchboard & Supply Co.).

Cabled telephone systems provide a wide range of operational features. Dictograph Staff Station (Dictograph Products, Inc.)

Loud-speaking systems are similar to cabled systems. Flexiphone (DuKane Corp.).

AN ANALYSIS OF COMMUNICATION TRAFFIC
(100 Calls Equally Divided Between Outside and Inside Calls)

	Exterior	Proportion	Interior	Proportion
100 Calls on Switchboard	50	50%	50	50%
Telephone instruments needed to handle above 100 calls	50	33⅓%	100*	66⅔%

*Each inside call requires the use of two instruments in your office.

instrument traffic. Let's try to discover what happens to switchboard traffic loads when converted into instrument traffic loads (see chart above).

The removal of this 66 2/3% (which is vital to the conduct of business) by providing a specifically designed interior communication system would automatically improve both exterior and interior communication service. Also, it might reduce the size of outside switchboard requirements, it might lessen the number of exterior instruments needed, and it would certainly improve the overall conduct of business by making it more efficient and therefore more profitable.

If the accounting department sets up their books on the basis of these figures, for instance, and charged 33 1/3% of the total communications cost to exterior communication and 66 2/3% of the costs to interior communications, it becomes apparent that a great deal more money is being spent than is needed to install a completely adequate interior communication system.

Another error of over-simplication may be in the area of communication system costs. To get a true idea of the cost of each instrument, total monthly rentals should be divided by the total number of instruments in use. Since communication equipment is installed, paid for and used only to make it possible for instruments to talk to one another, the cost of the equipment should be related to the number of instruments in use.

Three suggestions for the examination of a communication system are:

1. To departmentalize between interior and exterior.
2. To accurately estimate traffic loads.
3. To look at the costs realistically.

When these suggestions are followed, the installation of a separate interior communication system may be indicated. With an adequate separate interior communication system, better communication results are obtained, more efficient methods of doing business can be developed, greater profits will be forthcoming—all at lesser expense.

Separate two-way interior communication systems can be divided into four general categories: special dial telephone, standard dial telephone, cable telephone, and loudspeaking intercommunication systems.

Special dial telephone systems are designed specifically for interior use. Using telephonic principles, these systems are adapted for medium size installations. Many operational features are provided.

Standard dial telephone systems are for installations of large size. Except for certain technical differences, these equipments are similar to the kind used by operating telephone companies.

Cabled telephone systems provide a wide range of operational features generally used for executive coverage in control systems.

Loudspeaking inter-communication systems are similar to cabled telephone systems. Loudspeaker systems provide a quick and easy method of two-way communication. All stations are cabled together and talk together through the use of keys. Telephone handsets for privacy are usually available.

A Simplified Record of Typewriter Turnover

HAROLD F. HORSTMEYER

Photo courtesy Royal Typewriter Co.

PURCHASING a quantity of typewriters at one time confronts you with the problem of installing the new ones, moving those to be transferred, and selling the old ones, with a minimum of confusion. When we purchase new ones, they are placed in the spots with the highest percentage of use. Those that are replaced are moved down the line to positions that have a lesser amount of use, and these latter ones may even be moved farther down the line. The end result is to sell those machines at the end of the line which, in most cases, will be the oldest in point of service.

A simplified schedule for handling these various changes is shown. The first two columns show the make and serial numbers of the typewriters. The equipment number is the number assigned to the machine for our own equipment records, and the year is the year of manufacture of the typewriter. The trade-in value is the value at the present time if the machine is disposed of now.

Location is shown by departments. Where a department has more than one typewriter, the typist's name is also given to further identify the location. The check mark under "Tags" means that a tag has been attached to the typewriter to indicate its destination or disposition.

If the typewriter is to be replaced with a new one, an x is indicated under "Replace New." If the old machine is to be transferred, the name of the department where it is to go is shown under "Transfer." If the typewriter remains in the same location an x is marked under "Retain." If a replacement is to be made from another department, the name of that department is entered under "Replaced By."

If a machine is to be sold it is so

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Burroughs Sensimatic

SCHEDULE OF
TYPEWRITERS BOUGHT, TRANSFERRED AND SOLD
JANUARY, 1955

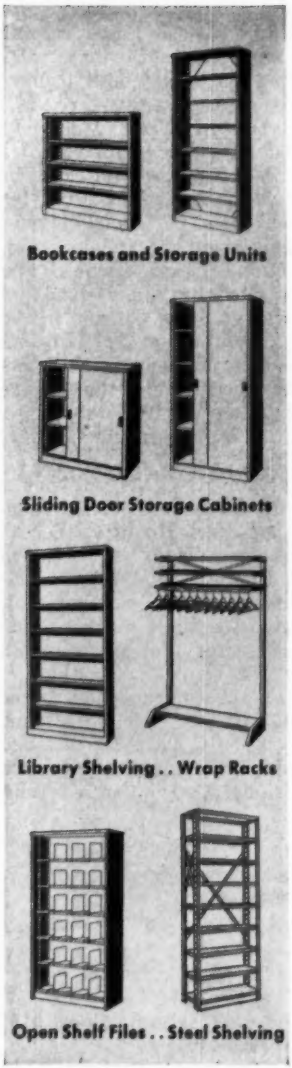
SCHEDULE I

MAKE	SERIAL NUMBER	EQUIPMENT NUMBER	YEAR	TRADE-IN VALUE	LOCATION	TAGS	REPLACE NEW	TRANSFER	RETAIN	REPLACED BY	SELL	SOLD TO	BILLED	PAID
IBM	142196	27050	1947	$50.00	Sales - Stein	✓	X	Shipping	-	-	-	-	-	-
IBM	142214	27049	1947	50.00	Sales - Watson	✓	X	Personnel	-	-	-	-	-	-
IBM	075675	27842	1952	125.00	Tax - Hille	✓	X	Deposit Clerk	-	-	-	-	-	-
IBM	204324	27971	1953	175.00	Steno - Raymer	✓	X	Test Lab.	-	-	-	-	-	-
IBM	204329	27745	1953	175.00	Steno - Fiene	✓	X	Acctg - Turner	-	-	-	-	-	-
Remington	1813850	27797	1951	55.00	Purchasing	✓	X	Production	-	-	-	-	-	-
Underwood	5931786	27306	1948	20.00	Acctg - Shield (extra)	✓	-	Kardex	-	-	-	-	-	-
Underwood	5931791	27305	1948	20.00	Tax - Dillman (extra)	✓	-	Prod. Control	-	-	-	-	-	-
Remington	656817	27312	1948	25.00	Sales - Maybanks	✓	X	Adv. Stock Room	-	-	-	-	-	-
Remington	641382	27314	1948	25.00	General Corp.	✓	X	First Aid	-	-	-	-	-	-
Remington	664105	27313	1948	25.00	Sales - Knapp	✓	X	Dept. D	-	-	-	-	-	-
Remington	680424	27311	1948	25.00	Sales	✓	-	Keep as spare	X	-	-	-	-	-

SCHEDULE II

Underwood	5509491	12527	1942	15.00	Shipping	✓	-	-	-	Sales -Stein	X	Shomer	1/10/55	1/21/55
Underwood	5931603	27227	1948	20.00	Personnel	✓	-	Addressograph	-	Sales - Watson	-	-	-	-
IBM	142263	27048	1947	50.00	Deposit Clerk	✓	-	Sales - Baugh	-	Tax - Hille	-	-	-	-
Remington	568840	12521	1942	15.00	Test Lab.	✓	-	-	-	Steno - Raymer	X	Abbott	1/20/55	1/24/55
Underwood	5931589	27299	1948	20.00	Acctg - Turner	✓	-	Eng. Dept.	-	Steno - Fiene	-	-	-	-
Underwood	5928923	27297	1948	20.00	Production	✓	-	Inspection	-	Purchasing	-	-	-	-
Underwood	5509366	12570	1942	15.00	Kardex	✓	-	-	-	Acctg - Shield	X	Harmon	1/20/55	1/25/55
Underwood	5509493	12516	1942	15.00	Prod. Control	✓	-	-	-	Tax - Dillman	X	Tanner	1/20/55	1/24/55
Remington	501717	13950	1941	15.00	Adv. Stock Room	✓	-	-	-	Sales-Maybanks	X	Barrett	1/20/55	1/21/55
Remington	568905	12519	1942	15.00	First Aid	✓	-	-	-	General Corp.	X	Cramer	1/20/55	1/26/55
Remington	505803	13951	1941	15.00	Dept. D	✓	-	-	-	Sales - Knapp	X	Bone	1/20/55	1/27/55
Remington	502410	13949	1941	15.00	Addressograph	✓	-	-	-	Personnel	X	Wood	1/20/55	1/24/55
Underwood	5931607	27302	1948	20.00	Sales - Baugh	✓	-	Keep as spare	-	Deposit Clerk	-	-	-	-
Remington	568625	12522	1942	15.00	Eng. Dept.	✓	-	-	-	Acctg-Turner	X	Wilke	1/20/55	1/25/55
Remington	501712	13953	1941	15.00	Inspection	✓	-	-	-	Production	X	Young	1/20/55	1/26/55

(See pages 74, 78)



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indicated with an x under "Sell." Instead of trading in typewriters to apply against the purchase of new ones, ours are sold to employees for the trade-in value. A list of employees who have asked for typewriters is kept between replacement periods and the typewriters apportioned on a first-come, first-served basis. Names are entered after the typewriters to be sold and the schedule is turned over to the accounting department to bill these individuals. The billing and payment dates are noted, which closes the transactions.

Let's follow a few typewriters on page 76 to see how these changes are handled. Under Section I, Miss Stein in the Sales Department is to get a new typewriter, so an x is entered under "Replace New." Her machine is to be moved to the shipping room, which is shown under "Transfer." A tag is made out with the shipping room name on it, and attached to Miss Stein's typewriter. A check is entered in the tag column to show this was done.

Under Section II, the shipping room typewriter is tagged to be sold as indicated under "Sell", and the tag bears employee Shomer's name as the individual buying this machine. The "Replaced By" column shows the shipping room typewriter is to be replaced by Miss Stein's machine from Sales.

Under Section I, the Sales Department has a machine that will be kept as a spare so an x is entered under "Retain".

Under Section II, the typewriter in the Personnel Department is to be transferred to Addressograph, and the Personnel machine is to be replaced by the typewriter Miss Watson in Sales has been using.

Under Section I, Miss Fiene's typewriter in the Stenographic Department is being moved to Miss Turner in Accounting. Then in Section II, Miss Turner's machine is shown as transferred to Engineering, and the replacement in the Accounting Department coming from the Stenographic Department.

Under Section I, Miss Maybank's typewriter in Sales is transferred to the Advertising Stock Room. In Section II, this latter typewriter is being sold to employee Barrett.

When any of these changes have been completed, a check mark or date can be placed after the corresponding name, department or transaction, so these moves can be marked off as each one is taken care of. The chart illustrated here is only part of a larger schedule and merely gives examples to show the various types of transactions.

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There are nine basic principles essential in the economical operation of a records system. They are fully discussed in our booklet "How to Get What You Need in Record-Keeping Papers and Index Cards." Obviously, the first problem is to define what you need, and this booklet will help because it tells what grades of paper should be used for various types of records. Write Dept. 42 for your free copy today. © PPCO 1955

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EVERETT 49, MASS.

Authority vs. Competence

BEN F. GREGORY
Office Methods Staff,
Tennessee Valley Authority, Chattanooga

MANY an executive has been forced into some field of management by his boss, by sheer necessity of bulldogging one maverick in the stampeding herd of rising costs. Others, more inclined to the leisurely pace, have chosen an important feature of management improvement containing marked potentialities for cost reduction and smoother operating procedures. The fellow who is forced into it will look forward to the venture with about the same anticipation as a two-year-old waiting for his first haircut. As a vice president of a company told me, maybe he'll get run over by a truck before the operation gets started.

Regardless of whether you're pushed in, or get in from native curiosity, one of the simplest but most important problems you'll ever run up against is whether your new program is to be built on authority or on competence. Don't make the mistake of dismissing this as too elementary for your high-level consideration. It will be one of the very cornerstones of your program.

Young people by their very nature seem especially susceptible to the authority bug. It wasn't too many years ago that I myself was complaining to an older and wiser man about an apparent lack of authority to carry out one of the phases of our records management program. What he said to me then surprised me no end, but has since turned out to be a gem of management philosophy. "The only authority you will ever need," he said, "is the authority of competence. When people in organization believe in you, and in the soundness of your ideas, you won't need to use authority even if you have it." You may think that this is elementary. It is. The danger lies in its very simplicity. Don't overlook its significance just because it's elementary.

The question of authority *versus* competence is tricky because it frequently crops up in the earliest discussions about the installation of a program. One of the first questions to arise is the organizational status of the program. Shall we put it directly under a bureau chief, a vice president in charge of operations or the general office manager? Somebody will invariably present the thought that the higher in the organizational level, the more authority will attach itself to the program. Maybe not in so many precise words, but with the same idea in mind. If you don't watch out, your program will gallop off in the wrong direction before you realize it, and a good many of your organization's dollars will follow. This you certainly don't want to happen, unless you're getting tired of your job anyway.

If you're fairly unfamiliar with the subject, it will be hard to see the logic of this reasoning. Left to the dictates of your own common sense, you would probably come up with a fairly work-

Which is better . . .
the program that stands on its own merits, or the "pet" of some higher-up authority?

STANDARD DUPLICATING MACHINES CORP.
EVERETT 49, MASS.

able program. A few kinks in it, to be sure, but they'd be ironed out presently. But let's assume that yours is an organization with a long history of reliance on unquestioned authority, where the boss is the *boss* and you'd better not forget it for a minute. *Your* boss, head of your department, bureau chief, general manager, or board chairman, depending on your spot in the organization, calls you in for a general briefing on what he wants in the way of a program and what he is willing to spend on it. You can read between the lines that he expects to spend a lot less for it than the savings expected to result from it. You nod with due courtesy, clip off the customary "Yes, Sir, I'll get to work on it right away," and walk briskly back to your office where you place a call to your reference librarian for all the information she has on the subject. Next, to your employment officer to tell him you expect shortly to have an opening in the organization for a such-and-such manager. "Yes, a new job. Have the specifications down to you in a couple of days." You've just hung up the phone with the general idea in mind of elevating your lower extremities to the desk top and waiting for the material from the library when the buzzer sounds again. It's a crony with just time for a quick nine holes before dark. You join him and forget the whole thing until you're shaving next morning. Maybe just coincidence, but the matter rejoins your mental associations just as you finish the lathering job.

You're still feeling good when you get to the office. The dollar-fifty you won yesterday at a quarter-a-hole makes a comfortable weight in your pocket. You stop at the tobacco counter and blow half of it on cigars. In your office, you find a call from the librarian timed at 5:04 p.m. the day before, but no material of the sort you expected. Hmmm. No, you're feeling too good to raise the dickens because the material is not on your desk. Not a hint of irritation is in your manner when you get her on the phone. But what is she trying to tell you? No reference material on that subject? She has found out at the city library last night that she may be able to get some information on it in Washington or New York? Hey, what is this? We're supposed to have one of the best library setups in the country! No, don't write for it. I want it right away! Wire immediately! She was about to tell you that it was apparently a new subject, but your tone changed her mind.

Out of the material you finally get, only two or three pieces seem to describe the kind of program your boss has in mind. The others cover only certain phases of program you want. You identify the author of the best piece and place a long distance call for him. A secretary tells you Mr. So-and-So is out of the city and won't be back until next Thursday. You ask her where you can reach him today, and get a phone number in Dallas as a remote possibility. Your secretary takes up the chase while you make a closer perusal of the odd assortment on your desk. In the midst of your vain search for some idea of what such a program should cost, your secretary announces that Mr. So-and-So is on the line from Dallas. The only concrete result of this conversation is that he will stop off day after tomorrow to discuss your problem with you personally and see what he can do to help you. Not much help, but at least he seemed aware, as you're beginning to be, that you have a problem. Back in your familiar routine, the time passes quickly.

The consultant, like his writing, seems inclined to avoid the question of costs. You ask him if he could tell you what you'd have to pay a manager, as one of the cost indices. His general approximation gives you your first real jolt. But you reel from another which follows the first: even at that salary, such a man will be hard to find. About the best you can hope to do is to en-

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on Thin
Paper

and get a hole for the result

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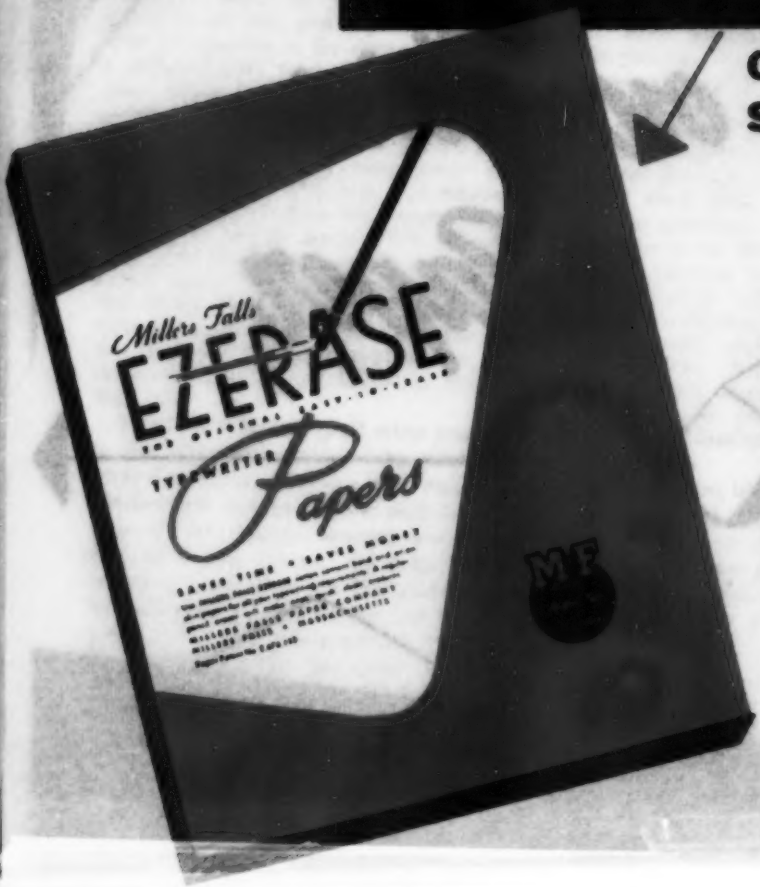

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This is a sample of Millers Falls Ezerase Onion Skin White, Substance 9, Cockle Finish

and two men currently on related subjects. Later, as the progress

while a few of them

gage a consulting firm to get your program under way for you and hope that some individual closely involved in the installation can be developed to the point where he could take over the actual direction after the consultants withdraw. The roughly estimated fee for the installation constitutes the knockout punch. This certainly is not just a routine problem! He agrees. You thank him for stopping by, vaguely place the card he handed you when he came in on top of the note pad where you have jotted down some figures. As soon as he has closed the door, you call your closest friend for lunch.

After lunch you find that you can't get to the old man until 4:30 in the afternoon. By that time he will be getting tired and not in the best mood for your report. You select a nine o'clock appointment for next morning and devoutly hope he gets a good night's sleep. He does. It has little effect on him after you tell him of developments so far on project with only slurred and cautious mention of some of the figures on your scratch sheet. You had intended to feel him out for a reaction indicating the general direction of the thing in the immediate future. He is adamant. "Somebody is is trying to pull my leg," he glints at you, "and I don't think I like it." You hadn't thought he would, but had somehow neglected to mention it. "Look," he continues, "this is your baby, so nurse it along any way you want—but," he buts, "it seems to me that the consultants are out—too expensive. Why not take somebody from your own organization to head up the program? Put him directly under your supervision, outline what you want done, give him the full backing of your office in a memo to all department heads, and tell him to get busy.

"What about Simpson in forms control?" You acknowledge limpingly that of course that's one feature of the program we want, and of course Simpson *is* a good man in that field, well-known over the organization. Realizing that the decision has been born already, you add a late midwife's blessings and depart. Back in the sanctuary of your own office, you wish the gods had spared you this headache, but privately suspect that this is only the beginning. Yes, you know Simpson. Ambition personified. Wife mostly responsible. Nothing wrong with ambition, of course. Just wondering, though, how the rest of the organization will react to his broadened responsibilities. You phone him to come to your office. You're surprised to learn that he has apparently been boning up for the interview, exhibits a detailed knowledge of the various features of the subject. Before the discussion is concluded you can't get rid of the suspicion that he might have engineered the whole thing. But you thank him for coming, and call your personnel man in. He, too, knows Simpson. But there's the old man's suggestion, which had better not be disregarded. You outline the desired program to him. You agree to set the job up initially at a salary figure considerably above Simpson's present salary and considerably below the figure suggested by the consultant.

Your memorandum to all department heads announcing the beginning of the program, and the selection of Mr. Simpson from among all available and qualified candidates as the new manager, goes out some weeks later. Along with it goes a statement, though not a picture of your tongue in your cheek, that the program, and by implication its head, has the full backing of top management. As you dump them in the box there is a strong inclination to brush your hands of the whole affair. But the old man told you it was your baby, and you know you can't. You work up a draft of Simpson's job description to make him directly responsible to you.

The weeks stretch into months while Simpson organizes his office and gets under way. He needs three subordinates: his successor in forms control who will be expected to broaden out,

and two men currently on related subjects. Later, as the program develops, these in turn will need subordinates, depending on the volume and complexity of the work to be done. You begin to wonder if Simpson might have talked with the consultant, too, before you did. But you're a charitable soul by nature and hope for the best. Besides, so far as you can tell, he is doing a bang-up job in organizing and getting the program under way. But the costs skyrocket. You'd expected it in the beginning. Now you begin to look for reports of savings, the first thin trickle out of the tight spigot. Your mind goes back to your boyhood days and the first batch of pomace in the press at cider time—how the dry presses usually soaked up most of that rich juice on the first press—and you decide to wait some more.

Toward the end of the second month of the program, you review a draft of the first company directive on the subject: effective today, as rapidly as the transition can be made, all such matters are to be transferred to the new department where they will be serviced in accordance with company policy; that all duplicate material will be destroyed in the process; that the consolidation will save an estimated $75,000 a year in clerical time, space, and equipment costs; that some departmental employees will be transferred to the new department, others will be assigned other duties. You know the old man will be pleased with the savings figure, if you can prove it. You ask Simpson to give you the details so you can verify the estimate. You're satisfied the figure is reasonable. But then you begin to wonder how this is going to work in some department 'way down at the lower end of the plant area. Sometimes they need things in an awful hurry, and it's at least a mile down there. The same thing will be true to a lesser degree in several other departments. Simpson is reading your mind. He's discussed the move with all department heads and, while a few of them were a little skeptical about it, all agreed to give it a try. Of course an occasional exception would have to be made but these would be in the nature of exceptions. Looks all right, and you approve it.

A month later, the draft of the second directive is on your desk: the new procedure. You have to study it for awhile. What you finally conclude is that, though department heads will be consulted, the new manager appears to have the final word. Simpson verifies this impression and justifies his position with the statement that he is in effect the company expert on the subject. You're forced to agree. Besides, the new department will be keeping data on its operation and the new manager will be in an excellent position from review of these data to make decisions on the subject. Hmmm. You aren't sure how this will work out, but you're swayed to approval by the estimated savings. Simpson grins. "We'll watch it carefully." You fervently hope he does, while he exits. You recall unpleasantly that when heads begin to roll the axman isn't as a rule satisfied with one; that yours will be too near the scene for comfort. Somehow your collar seems too tight all day, but you're tied up with your sales manager and your advertising firm's representative on a new promotion scheme, and the matter is crowded out of your mind for the rest of the day. The cocktail party you and your lady attend in the home of some good friends that evening mellows you up further. It's not until your razor glides over your throat next morning that your foreboding of the previous day makes you jump.

Your routine is hounded by a dull headache all day. Next day is monthly staff meeting. And so it goes. You're the last person in the world who would ever want to be interested in the subject anyway. In quick succession you approve directives involving use of the new department, the design and reproduction of its forms and reports. Looks

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Machines vary. So do operators. And job requirements vary, too. But two needs are constant — the need for clear legible work and the need for economical production.

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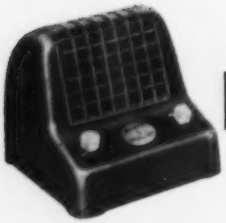

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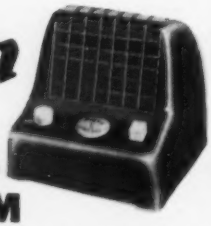

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like you may have been wrong about Simpson (you hope). But you know that the payoff will be in the reduction of the annual budget for office operations, presumably in the next two or three years. It had better! It certainly had taken a kangaroo-size jump this year because of the new program, and the department heads will be getting louder and louder about it each year it slices into net earnings.

At the end of the second year of the new department, the annual report of its manager shows some impressive savings, even above the program costs. But the office operations budget continues to go up. True, it has leveled off since the first year, but is still creeping up nevertheless. At the end of the third year the trend still continues. You begin to get that feeling that something is fishy, and you know that it is high time you find out what it is. Just about the time you decide to do something, your buzzer and secretary inform you the old man would like to see you a few minutes. You're afraid you already know what it's about. You were right. But he's as puzzled as you are about the difference between the reported savings and the fact that these are not balanced by actual money savings in the operations budget. "Hank," he squints out of a puzzled frown, "this thing looks so good in theory, but there's something wrong somewhere along the line." He ignores your statement that you had begun to be concerned about the situation. "Hank, I got you into this, and by golly I intend to see you through it. Let's call in some of the department heads and see if we can draw a bead on whatever the trouble is." He snaps four names into the intercom. One of them is the head of the research department. All four you know from experience are tough-minded realists, among the best men in the whole outfit. Through the customary pleasantries which ensue while you're waiting for these men to show up, you feel relief at the old man's promise to

"see you through it." Come what may, you know he is a man of his word.

When the other four are convened, some with apologies for taking so long to get there, the old man goes directly to the point: "Gentlemen, some three years ago we instituted this program. It doesn't seem to be working out as well as I expected. I'm wondering if any of you have any ideas about why it isn't." The four men exchange appreciative glances, and the research head is tacitly elected spokesman for the first answer. "Frankly, I don't know all the answers to that one, but I do know one thing that may have a bearing on it." His brows go into a thoughtful frown as he continues, "We've found in the three years since this work was centralized that most of our work has had to stay on the job, so we've done it and sent copies to the new department simply to conform to procedure."

"Hmmm," hums the old man with a

Which ad will get you the girl you want?

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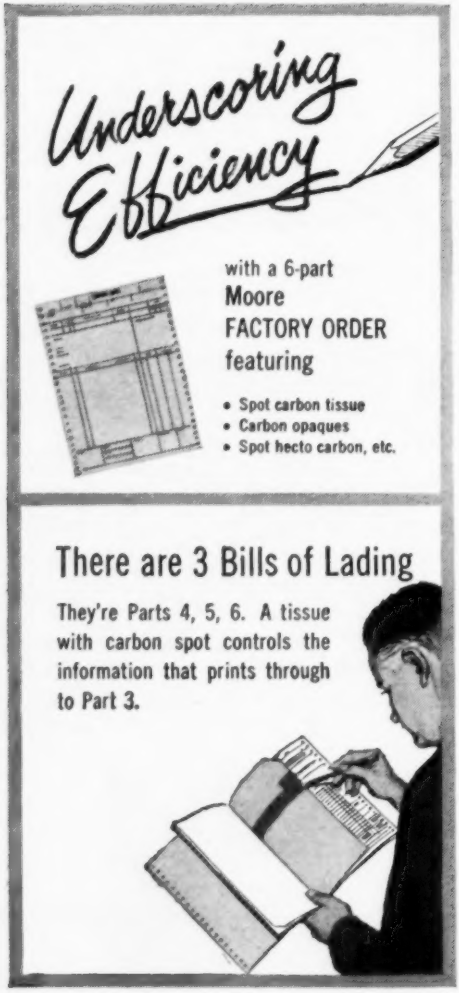
The Case of
the Sluggish
System

An 'employee' not on the payroll

cut order-processing time 60%

When a business outgrows its system, an experienced outside viewpoint is often a big help, as in the case of the Moore man who starred here like an 'employee' not on the payroll.



Savings and Gains:

A way to produce speedily all the labels an order needs is one important benefit from the system. *Others are:* 1 writing does the job of 3. Elapsed time from order to shipment has been cut from

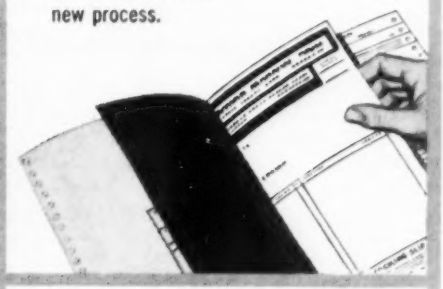
An old-established company, a leading maker of pencils, prides itself on quality not only in manufacturing but in office method. The demand for its merchandise has increased persistently and finally got so heavy that orders raced ahead of the staff's ability to process them. Paper work took longer than it should. A single order needed too many writings and, in the aggregate, too many man-hours. The trouble in the system made itself felt in operations like inventory control and slow billing. And then . . .

Part 1 is the Factory Order

It's filled out in an accounting machine that prints from punched cards containing details of customer's order: description, quantity, price, etc.

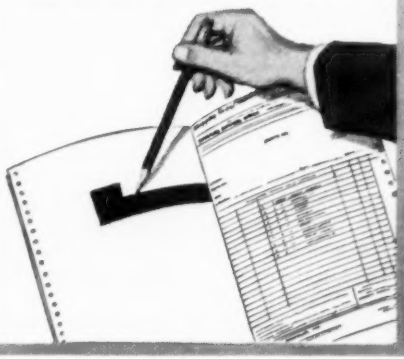
Part 2 is the Label

Also packing slip. It's a hecto master and Shipping uses it on a Spirit Duplicator to run off all the labels that are needed. A fast new process.



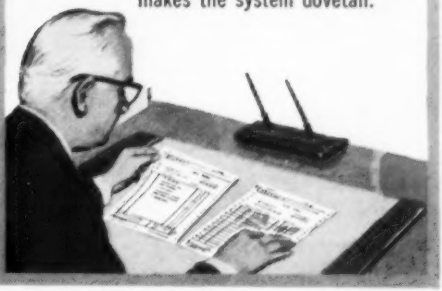
Carbon Spot does the same

It appears on the back of Parts 3 and 4.



The Shipment is invoiced

on a separate 4-part Moore form. Customer gets his copy together with Bill of Lading from the 6-part form. This makes the system dovetail.



20 to 8 hours, a 60% gain. Streamlining saves 400 clerical man-hours a week. So many improvements have been built in that it proves the wisdom of getting experienced help. The Moore man can be called in to look over *your* problem any time you think he might help. Meanwhile, ask for samples of system improvement in your field. Write: Moore Business Forms, Niagara Falls, N. Y., Denton, Tex. or Emeryville, Cal.

MOORE

glance at the nodding heads of the other three.

As you get into the extensive remodeling of your program, you begin to appreciate for the first time why competent managers are scarce. Not only does the job require a thorough knowledge of the general policies and the ability to plan and stimulate, to develop, install and operate a complicated system; and to reconcile all the varying points of view into a workable system for the entire organization. It takes a man who can think on his feet, a man who can compromise. But it also takes a man who knows when compromise would be disastrous in the long run, and who can by persuasion bring another fellow around to his own point of view by making minor concessions while holding rigidly to a few sound basic principles. Finally, it takes a man with unlimited persistence to get the desired action out of an occasional mossback. You know now that you will never be able to buy such a man, tailor-made, at any price. But you do resolve to build one yourself on the sound basis of his eventual competence in all phases of the program, and in the meantime to forget about the word authority altogether—from now on.

A Geographical Reference Guide

HAVE YOU EVER hunted on a map for the location of small towns such as Abanda, Ala.; Johnson, Nev.; or Yoder, Wyo.? The chances are that those towns, as well as hundreds of others like them, are not marked on a large map of the United States. Aluminum Co. of America had the same trouble until its *Sales Territory Reference Book* was prepared. With thousands of inquiries about Alcoa products flooding company offices throughout the nation, an easy way was sought to locate towns and the sales territories serving them. The *U. S. Postal Guide* is used as the basis for the system because Alcoa's sales territories coincide with county boundaries. This also permits the *Sales Territory Reference Book* to be used to determine parcel post rates by listing postal zones.

Sections of the U.S. Postage Guide are used in Alcoa's Sales Territory Reference Book.

In Alcoa's *Sales Territory Reference Book,* pages of the *Postal Guide* are separated by the use of index divider sheets, containing the sales offices serving that state and the counties that come under their jurisdiction. For brevity, the sales territory covering the largest number of counties is designated, "All Other Counties."

Suppose a request for information comes from Johnson, Neb. The book is opened to the Nebraska section and the town of Johnson is found in the alphabetical listing of cities and towns. Beside the name of Johnson is the county in which it is located. A flip of the pages to the divider sheet marking the beginning of the Nebraska section shows a list of counties within the state and the sales office serving that county.

People in branch offices can quickly determine which Alcoa sales office serves any town or city in the country. Inquiries can be sent to the proper sales territories with greater speed and less possibility of error.

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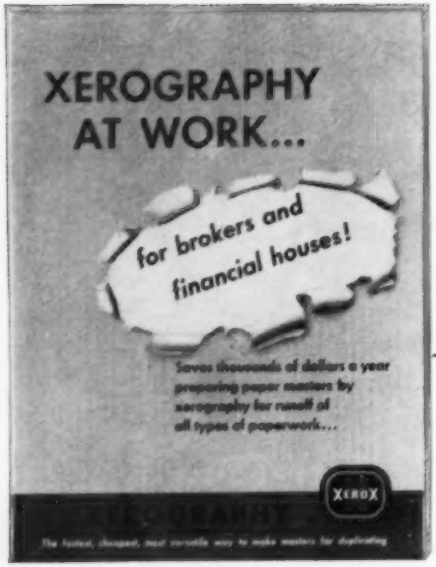

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Putting Presentation Power In Your Reports

ROBERT GREENBERG

Planning & Controller Dept., U.S. Naval Supply Depot, Bayonne, N. J.

SO YOU HAVE to write a report! You have collected all the data that you need, and you know the points that you want to put across. Your main problem, now, is to assemble this information in a manner which will permit dissemination in the best possible light. The information that you include in the report will stand or fall on its own, but your presentation of this data can help make a good report just that much better.

Reader acceptability is important. It can make or break a report. A report which is not read, or one that receives a passing glance and is then tossed aside for possible future perusal, is the "fate worse than death." On the other hand, the report that succeeds in stimulating and holding the reader's interest, is one that is well on the road to success. Many businessmen have recognized this. For example, financial reports or other kinds which are distributed to stockholders and the general public no longer are just mere copies of the accountant's columns of figures. These are now generally colorful, pleasant to look at, and are designed to draw and hold the reader's attention, as well as to furnish him with the facts.

As a reports-writer, bear in mind reader interest and eye appeal. Why not use the sales approach? Try to place yourself in the position of the people to whom your report is directed. What can you do to get them interested in your report? What can you do to maintain that interest, once it has been generated?

One of the first points that catches a reader's eye is your report's title. This could be the key that unlocks the door! Does your title tell the story? Is it catchy, short, and, at the same time, as completely descriptive as is possible? The title, like a newspaper headline, should make the reader want to continue reading.

The arrangement of your material is important too. Does your arrangement permit a logical and orderly sequence? If the report is lengthy, have you considered the use of a table of contents? This will serve to identify specific sections and permit the reader to make direct reference to areas which might be of special interest to him.

Another device to consider is the inclusion of a summary. This might be a wise move, particularly if your reader is a busy executive who might not find the time to read any of the report without such an aid. The summary should be a boiled down version of the report, covering the main highlights. But, it should also be designed to stimulate interest in the details! The summary should be similar to the lead paragraph in a newspaper article. This generally covers the main facts, but it usually

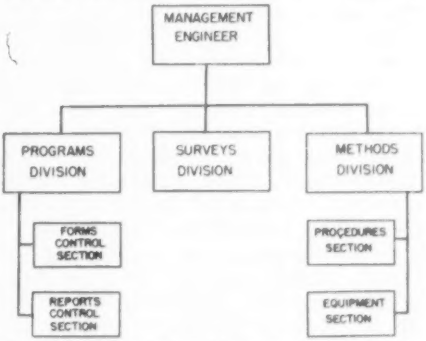

Fig. 1. Organization charts can be made by using boxes and lines which are printed on adhesive tapes.

Fig. 2. This graph combines ruled lines and lines printed on adhesive tape.

creates a desire which makes the reader want to get more of the story.

You should also consider some of the little things which will help to dress up your report. Some will say this falls in the category of "window dressing." They are right! A certain amount of window dressing is desirable. The field of product and package design has stressed the importance of eye appeal. You should, for example, pay close attention to the format and typing guidelines for your report. Try to avoid the monotony of too much typing on a page. Use white spaces to overcome this. Don't give the reader the impression that a great deal of effort and concentration, on his part, will be required. You, yourself, at some time or other, have tossed aside a book or pamphlet because you got an impression that there was just too much to be bothered with. The type, format or layout may have caused you to have this feeling.

Such things as wide margins or double spaces between the lines help to break up the appearance of masses of typed lines running together. If you believe that double spacing will give a false impression of too much bulk, you might consider using wide margins and just double spacing between paragraphs.

Your typist should understand the importance of this job. She can be a big help in the area of presentation. A little extra effort, and some special pains on her part with regard to entering titles and sub-titles, page numbers, care in indenting and keeping fairly even margins, avoidance of strikeovers, misspelled words, sloppy erasures or other common typing errors, will be an asset.

The proofreading area is another field where an assist from your girl Friday will help out. Misspelled words and typing errors detract from presentation. If your report deals with figtures or sums of money, be doubly careful. Errors here could prove disasterous, or cause considerable embarrassment.

If more than one typist works on your report, be certain that they all use the same format and guide lines. If at all possible, make sure that they use machines with the same type characteristics. Varying sizes of typing and radical changes in format and styling may greatly detract in the appearance

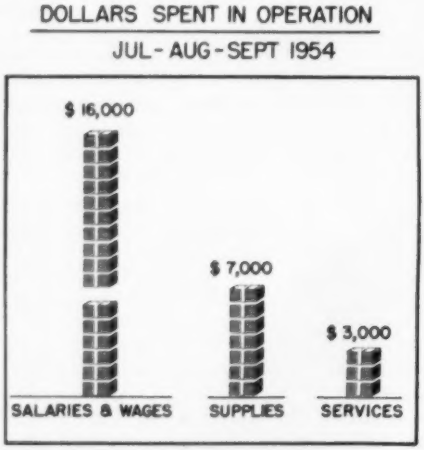

Fig. 3. Ready-made pictorial material is available for statistical charts.

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of your report. On the other hand, the controlled use of varying type sizes and characteristics might prove advantageous, if you desire to emphasize certain portions of the report. This device can be used to create a change of pace. The point to remember is that such changes must be controlled.

In conjunction with your format and styling, you should plan to use a simple identification system to identify paragraphs, subparagraphs and other divisions in your report. An identification system which is overly complicated will tend to cause confusion. However, the lack of a means of identifying segments within the report could also cause trouble when someone desires to refer to a specific section.

The region where you will be able to use a lot of originality and ingenuity is in drawing, charting and illustrating. Many people avoid this facet completely because they don't believe they can produce a satisfactory product. Don't let such a belief stop you. Illustrations are a tool, a device for calling attention to salient points. They are also used to create a change of pace, to give a pictorial presentation and to create interest. Don't overlook a good bet! This is particularly true, now that there are several products on the market to help you out in your endeavors.

One product consists of various sizes of figures and boxes for making organization charts. All you have to do is to make a rough sketch of your chart. Then you select the appropriate size boxes and type in your names and titles. The next step is to line-up the boxes in their proper places. The backs are coated with an adhesive material, so all you do is stick the figures in their designated spot, on your board or plate. You then use an adhesive tape with a center line to connect the various boxes (Fig. 1). This same company puts out similar material to be used in making space layouts and statistical charts (Fig. 2). They also make up a series of pictorial representations which can be used in your graphic presentation (Fig. 3).

Several companies make colored or patterned sheets of transparent material which is useful for charting and illustration. You again make a rough sketch as your first step. Then you cut off a strip of this shading screen approximately the size and shape you require. You put the strips of material into position. You then smooth the strips in place. Finally, you use a

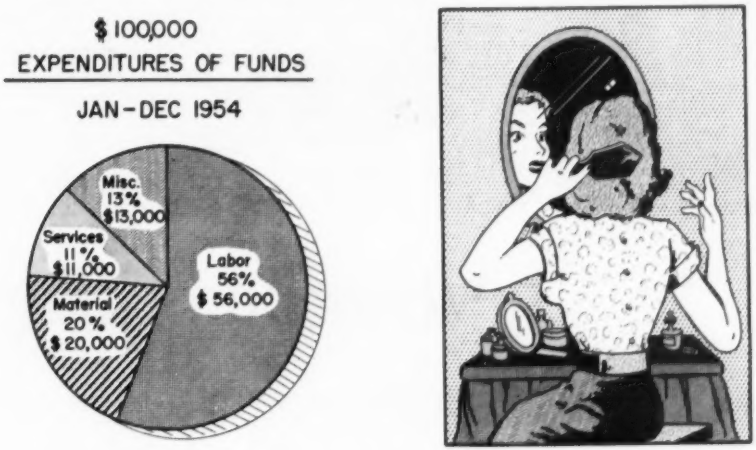

Fig. 4. Two examples of the use of shading sheets for rendering tonal values.

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that "printed look"

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The secret of the new Carbon-Ribbon Royal Standard lies in the ribbon.

The conventional typewriter ribbon is made of silk or cotton. The clarity of each letter depends to a large extent on the evenness with which the operator hits each key.

But the new Carbon-Ribbon Royal Standard Typewriter is different.

The ribbon is virtually a strip of the finest carbon paper, so manufactured that it is not fragile. This paper is cut into typewriter-ribbon width and wound on a spool.

The operator actually types through carbon paper. Each letter comes out black, clear-cut and even. You get the finest duplicating imaginable—and as for "fill-ins," the receiver can scarcely tell he is not getting a personal letter. A variety of distinctive type faces is available.

This precision-built writing machine is in the tradition of ruggedness which is Royal.

Ask your Royal Representative to bring one to your office and show you on the spot how wonderful the new Carbon-Ribbon Royal actually is.

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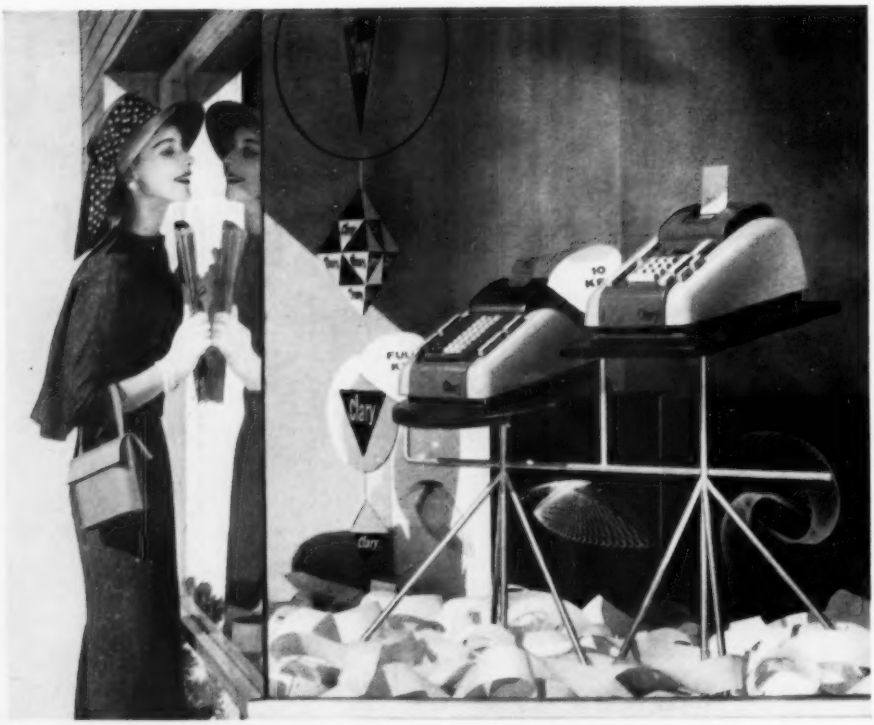

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sharp edge to cut out the exact design you desire. When you are satisfied with your cutting, you make the adhesion permanent, by pressing down on the figure with a straight-edge (Fig. 4).

With the use of products of this sort, you can make up charts which will have a professional look. However, you don't have to stop at this point. Find out if you have an office artist in your midst. Most groups have at least one member who has some artistic talent. Generally, he would be more than pleased to assist you, if a request for assistance is made. You can probably also drum up the assistance of someone who has some drafting experience. These talents can be put to work to help create pictorial or graphic presentations.

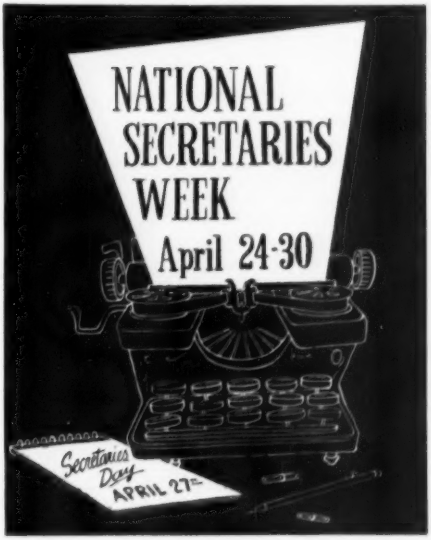
The extent of your distribution will probably determine whether or not you will have to give consideration to methods of duplication. If your distribution is limited, typed pages will suffice. However, if extra copies are required, you'll want to consider the process of reproduction which will be used. If you have an offset duplicator available, consider this media. It offers many advantages in the area of illustrations. These may be drawn directly on paper plates, if a grease pencil is used, or illustrations can be reproduced on plates through photography or Xerography. Good results also can be obtained with other duplicating processes. You can probably get a lot of good ideas from the people in your duplicating section if you ask for their advice.

If your report consists of more than a few pages, you should also consider how you are going to bind it, and whether or not a cover is desirable. Your binding needs probably can be satisfied through the use of staples or brass paper fasteners. Plastic binding, in colors, is now available to any office.

If a cover is desirable, it might consist of a sheet of paper or cardboard, or an individual folder or binder. A simple means of lending dignity to your report is to enclose it in a theme folder. File jackets can also be used for this purpose.

Be sure that clear and detailed instructions are given for each phase of the production and assembly of your report. Check to see that these instructions are carried out. Make a further check before the completed report is distributed. You might save yourself from an embarrassing moment.

The concentrated effort that goes into your report may never be noticed if you and the report do a good job. If you don't pay attention to the little details, the report may not be as effective as you intended. Don't underestimate the power of presentation!



April 24-30 has been proclaimed National Secretaries Week and April 27 will be Secretaries Day. Co-sponsors of the week are National Secretaries Assn. (International) and Office Equipment Manufacturers Institute. As its theme for National Secretaries Week, NSA has selected "Better Secretaries Mean Better Business." Among the programs planned for the week is a Secretarial Workshop, sponsored by local chapters and open to all secretaries.

Hoover Commission Says Government Could Save 250 Million Dollars On Paperwork

OUR GOVERNMENT creates and handles some 25 billion pieces of paper each year, exclusive of the tons of paper used in printing technical manuals, pamphlets, periodicals, and the like. This requires the services of more than 750,000 full-time employees and an expenditure of more than $4 billion annually, a sum about equal to the whole Federal Budget prior to 22 years ago.

Some 18 billion of these papers are printed or duplicated forms and cost about $867 million annually. Federal offices turn out more than a billion individual letters each year. Federal agencies produce for their own use about 127,000 reports each year. There are 25,000 employees engaged just in sorting Federal office mail.

The Government's total investment in office equipment runs into hundreds of millions of dollars. Rental of tabulating machines alone costs in excess of $36 million annually and these machines punch more than five billion tabulating cards a year. Office space for full-time paperwork employees costs the Government $180 million. There are more than 24 million cu. ft. of Federal agency records, enough to fill seven buildings the size of the Pentagon. Sixteen million cu. ft. occupy two million file cabinets and take up 16 million sq. ft. of office space. There are 159,000 people occupied full-time in filing operations. Records filling 8 million cu. ft. of space have been moved by the General Services Administration to cheaper storage since that agency was created, with great reductions in management costs.

The more than a billion individual letters that Federal offices turn out every year cost about a billion dollars. In 1912 writing of individual letters per Government employee totaled 55; now it totals about 522 yearly.

The Government's office machines, valued at several hundred million dollars, have a replacement and annual rental cost of about $100 million. These range from manual typewriters to giant mechanical brains which cost more than a million dollars each.

The above figures were submitted to Congress in a report by the Commission on Organization of the Executive Branch of the Government. The commission recommended a Government-wide paperwork management program which it estimated could save $250 million.

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Forms	867,000,000
Reports	700,000,000
Directives and instructions	100,000,000
Record keeping	650,000,000
Mail handling	104,000,000
Supervisory and miscellaneous	579,000,000
Total cost	$4,000,000,000

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Reports	50,000,000
Record keeping	50,000,000
Mail handling	30,000,000
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RUTH E. COHAN
Budgetary Control Branch Supervisor, Planning & Controller Dept., U. S. Naval Supply Depot, Bayonne, N. J.

TO RUN an organization efficiently, top management must be apprised of its financial position at all times. How can this be accomplished in an accurate and expedient manner? Is it necessary to prepare detailed balance sheets in addition to profit and loss statements each time top management wants to know financial status? The answer to these questions is, "No." A very practical tool, the Management Report, will provide all the necessary information required for a "look-see" at the current and projected status of funds. This report can be prepared in such simple format that it contains essential data, is concise, easy to read and understand. Executives do not want to plow through columns of figures, perform mental gymnastics or

MANAGEMENT REPORT (STATUS OF_____)

TO	COPY TO	FROM	REPORT PERIOD

	STATUS	LABOR		MATERIAL	TOTAL	REMARKS
1.	Available funds as of _____ (DATE)					
2.	Cumulative obligations or expenditures Current Quarter	S.T.	O.T.			
3.	Weekly obligations or expenditures for report period _____ (DATE)	S.T.	O.T.			
4.	Current unobligated balance at end of report period _____ (DATE)					
5.	Projected obligations and/or expenditures (FROM _____ To _____)	S.T.	O.T.			
6.	Available funds from now until end of quarter	XXXXX	XXXXX	XXXXX		

REMARKS:

COMPTROLLER	DATE SUBMITTED

Fig. 1. The Management Report.

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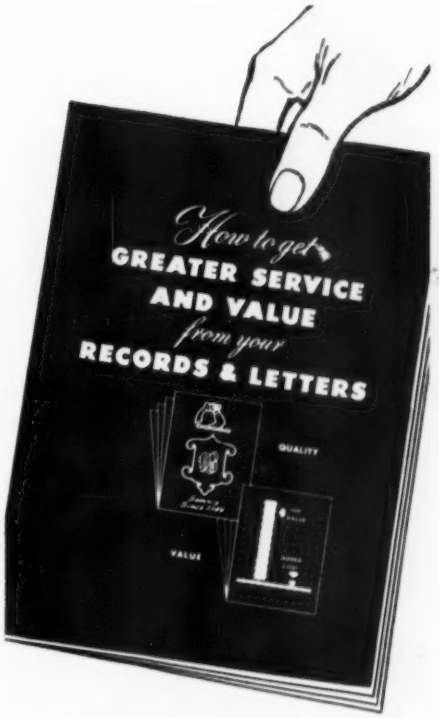

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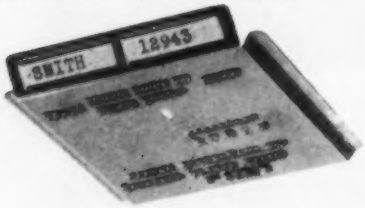

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WHAT SORT IT IS

HOW MANY THERE ARE

HOW LONG THERE

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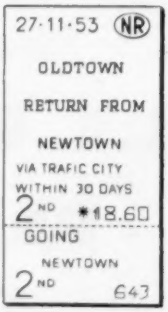

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make intricate calculations to know where or how their company stands financially at any given period. They want to ascertain this financial picture readily, to make determinations of policy as to what action to take—now, next week, next month or next quarter.

The Management Report must be timely for the designated period in order to fulfill its intent. Determine whether a weekly, by-weekly, monthly or other chronological period is required. How frequently can the information contained therein be obtained? How frequently should this information be submitted to top management? This is a matter of local determination dependent upon the degree of control desired.

It is essential that the Management Report be received on time so that proper analysis can be made. Any delay may be detrimental to the operation of the organization as a whole. If "red flags" appear indicating danger areas, corrective action must be taken immediately.

Accounting departments should prepare reports which indicate what has been expended as of a certain report period. These should be forwarded to the operating personnel concerned to inform them how their respective departments are functioning. It is not wise to burden top management with these individual reports. Instead, a department working in a staff capacity, as the controller's department, should accumulate this data, analyze it and then prepare the report. Besides knowing what has actually been expended, top management needs to know where it is going and why. The Management Report illustrated in Fig. 1 provides a complete analytical picture of the financial status of the concern. It shows the funds available to start the period, the cumulative expended figure to date, the weekly expenditures and the current unobligated balance. Up to this point, the report is factual and based on information gathered from accounting

the contemporary tapered leg series . . .

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WORDEN *the* WORDEN *company of* HOLLAND, MICHIGAN WORDEN

(Insert applicable title.)

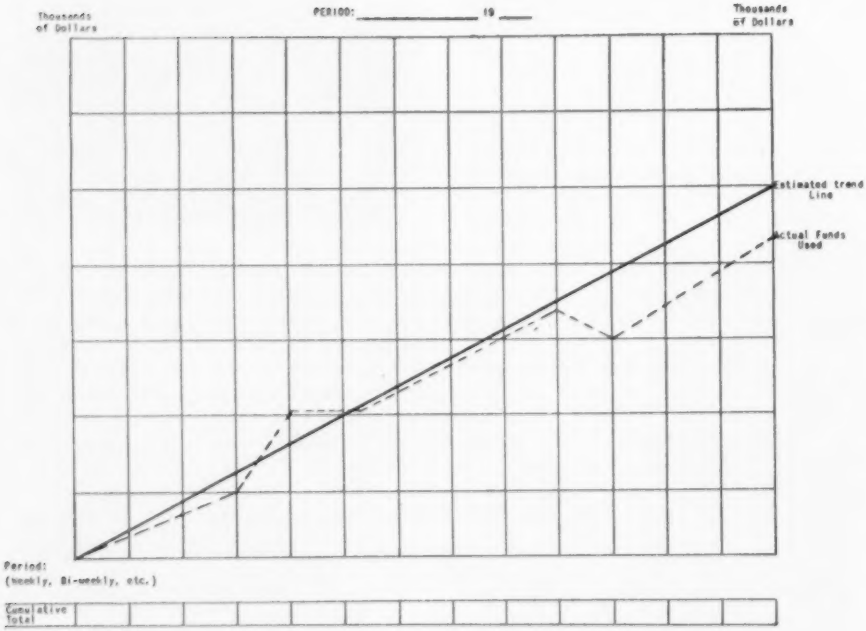
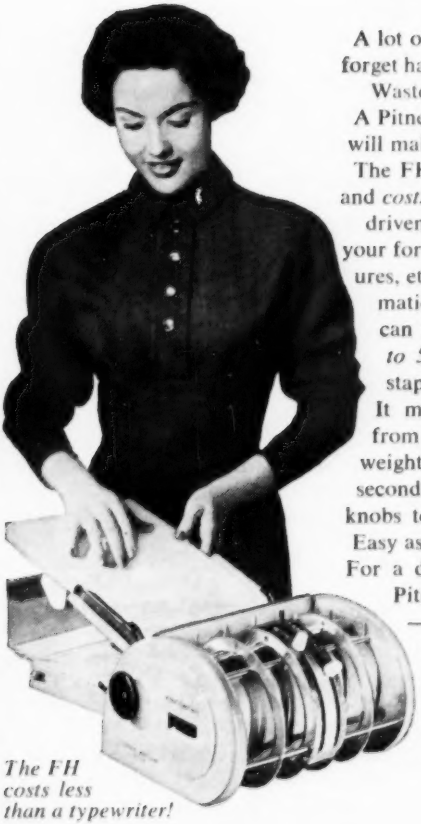


Fig. 2. The Budget Chart.

data. The next line provides for projected expenditures, which are estimates of what are to be spent between the end of the current report period and the end of the quarter (or any other designated time). The available balance is obtained by subtracting the projected total from the current unobligated total. This report may be adapted for other uses by making minor changes to show the status of sales, purchases, etc.

Another effective management tool is the Budget Chart. These do not have to be works of art or time consuming in their preparation. First of all, decide what data is desired by top management. Then devise a very simple format on which the funds granted, or estimated funds to be used, may be illustrated by a trend line. Actual funds used can be plotted for uniform periods of time. Top management can see at a glance how it is spending its funds in comparison with an estimated trend line. This visual method easily indicates trends which may become lost in a haze of weekly or monthly statements. Budget Charts can be prepared and kept in a current status within a relatively short time after the appropriate accounting reports are received. Thus, again, management may receive timely information which will help it to analyze its operations for effectiveness. The Budget Chart illustrated (Fig. 2) is a sample format that may be applied to many areas.

Stop hand-folding ...and save!

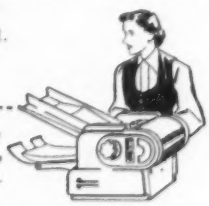


A lot of people in a lot of offices would be glad to forget hand-folding if they could. It's a boring chore. Wastes many hours of valuable company time. A Pitney-Bowes model FH office Folding Machine will make everybody happier... and end the waste! The FH is small, portable, takes up little space—and *costs less* than a standard typewriter! Electrically driven, with semi-automatic feed, it will fold all your form letters, bulletins, statements, mail enclosures, etc.... far faster and more accurately. (Automatic feed optional at slight extra cost.) The FH can make two folds at once, double-folding *up to 5,000 sheets per hour*—even folding sheets stapled together.

It makes eight different folds, handles sheets from 3x3 to 8½x14 in a wide range of paper weights and finishes. And it takes only a few seconds to set it for a job. Just move two little knobs to adjust it for the kind of fold you want. Easy as tuning your TV!

For a demonstration in your own office, call the Pitney-Bowes office listed in your 'phone book—or send the coupon for free illustrated booklet.

The FH costs less than a typewriter!



Fully automatic FM folds up to 19,000 sheets per hour.

PITNEY-BOWES
Folding Machines

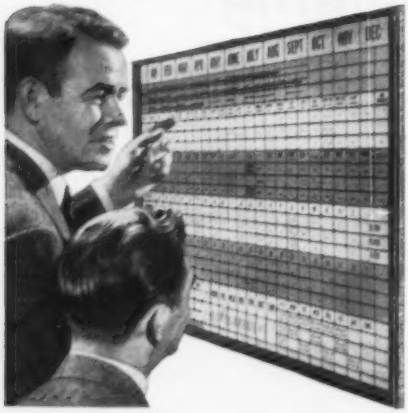
Made by Pitney-Bowes, Inc.... originators of the postage meter... 94 branch offices, with service in 259 cities in U.S. and Canada.

PITNEY-BOWES, INC.
3402 Walnut St., Stamford, Conn.
Send free booklet on Folding Machine to:

Name _____

Address _____

You Get Things Done With Boardmaster Visual Control



☆ Gives Graphic Picture of Your Operations —Spotlighted by Color

☆ Facts at a glance — Saves Time, Saves Money, Prevents Errors

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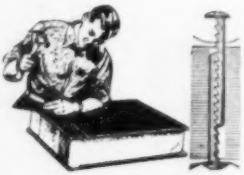
POLISHED ALUMINUM

EFFICIENT NON-CORROSIVE POSTS FOR PERMANENTLY BINDING RECORDS IN STORAGE BINDERS. VARIOUS LENGTHS AVAILABLE FOR 1/4" 5/16 & 3/8" HOLES. EXPANSION UP TO 7½ INCHES



Prices with full details on request.

W. R. KLINE CO.

1062 Stuyvesant Avenue Irvington 11, N. J.

Ships Envelopes Direct to Branches

ARTHUR W. CLARK

Director of Planning, Home Security Life Insurance Co., Durham, N. C.

UNTIL last year, the problem of envelope supply for our district offices was a major headache. We use several envelopes in small quantities, mainly brown kraft types for mail between the districts and the home office and these constitute no problem. Our troubles were with four styles of envelopes which we use a great deal: No. 6¾ regular, No. 6¾ window, No. 10, and a special size self-addressed return envelope. In past years, all of our envelopes had been ordered from the manufacturer, shipped to the home office, stocked by the supply department, and reshipped when requisitioned by the various district offices. Each envelope was reordered when the minimum supply level was reached. This system frequently required buying in relatively small quantities and paying the shipping charges from the factory. It invariably meant that we had to handle, store and reship them to our branch offices. Since we have 23 branches—at 23 different addresses—these four envelope styles actually represent 92 different items of supply.

Now we are using an entirely different and better system which is already paying dividends in economy and efficiency. Once each year we place a consolidated order which includes a twelve months' supply of each of these four envelopes for all our district offices as well as for the home office. Other envelope styles for shipment to the home office are ordered at the same time. This enables us to order each of the four envelopes in quantities exceeding 100,000, which gives us the benefit of a most substantial price break. There is a nominal charge for each change in the office address printed on the envelopes. Shipment is now made directly from the

Now! DIRECT COPIES in only 4 seconds!

The new "SECRETARY" COPYING MACHINE revolutionizes office copying over night!

Now your own secretary can make you direct copies of anything you need in just 4 seconds . . . without even leaving her desk! Originals can be opaque or translucent, white or colored, printed on one side or both! A portable version of the famous "THERMO-FAX" Copying Machine, it requires no negatives, translucencies or masters . . . no fumes or liquids. Get the facts on the new "SECRETARY" Copying Machine *today*. Write to: Duplicating Products Division, Minnesota Mining and Mfg. Co., Dept. TF-04, St. Paul 6, Minnesota.

REG. U. S. PAT. OFF.

Thermo-Fax

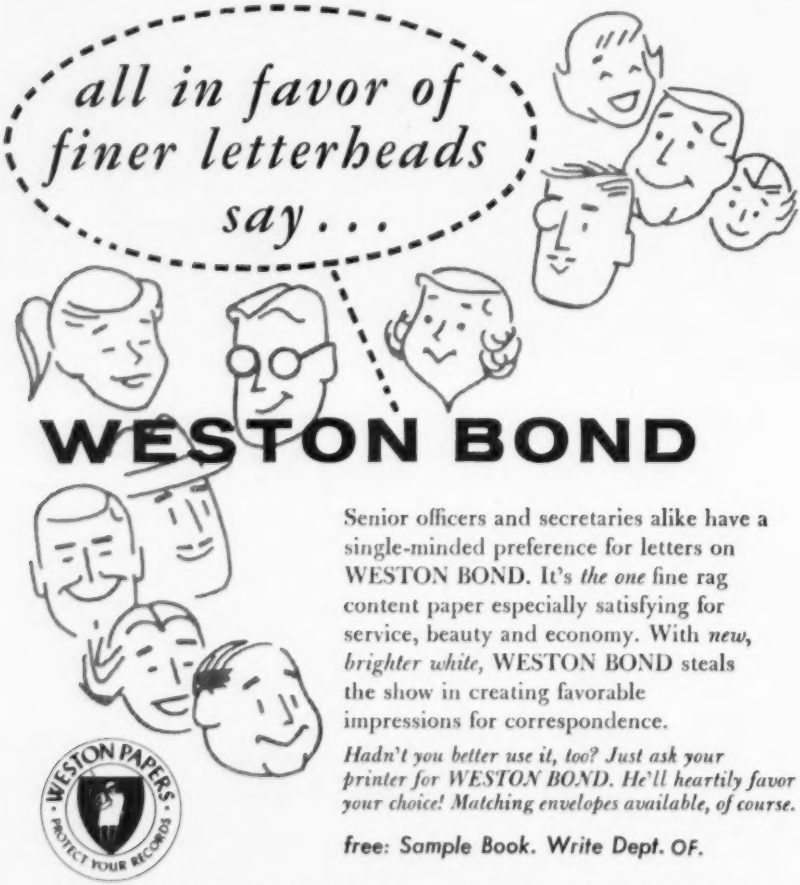
BRAND

Duplicating Products

The terms "THERMO-FAX" and "SECRETARY" are trademarks of Minnesota Mining and Manufacturing Co., St. Paul 6, Minn. General Export, 99 Park Ave., New York 16, N. Y. In Canada: London, Ontario, Canada.

factory to the district offices and the manufacturer absorbs all shipping costs even though some of the shipments may be smaller than would normally be prepaid. He can justify this since he too is benefiting from handling our order as a unit. Of course, we have entirely eliminated the handling and storage of district office envelopes in the supply department and the cost of reshipping them to the branches.

The vendor ships the envelopes on July 1 or shortly thereafter. The purchase order originates at the home office, but the district manager and the purchasing department both receive copies of the acknowledgments soon after the order is placed. The manager then knows how many envelopes he is to receive and provides storage space for them. When his envelopes arrive, they are checked off on the district of-



Senior officers and secretaries alike have a single-minded preference for letters on WESTON BOND. It's *the one* fine rag content paper especially satisfying for service, beauty and economy. With *new, brighter white,* WESTON BOND steals the show in creating favorable impressions for correspondence.

Hadn't you better use it, too? Just ask your printer for WESTON BOND. He'll heartily favor your choice! Matching envelopes available, of course.

free: Sample Book. Write Dept. OF.

BYRON WESTON COMPANY, DALTON, MASSACHUSETTS

Makers of Fine Papers for Business Records Since 1863

fice copy of the acknowledgment and it is forwarded to the home office. The purchasing department checks the invoices against the district copies of the acknowledgments before authorizing the payment of the invoices. The number of envelopes of each type received by each district is posted on a perpetual inventory card.

Twice each year, June 30 and December 31, an inventory of envelopes is made in each district and a copy is forwarded to the home office. The June inventory is completed just before the new stock of envelopes comes in. When the year-end inventory figures are received by the purchasing department, the quantities received by the various offices in July are added to their June inventory figures, and from these totals the December figures are substracted. In this manner, consumption of each type of envelope by each district for the second half-year is determined. If the quantity on hand at the end of the year exceeds the number used during the last six months of the year by at least 20%, it may be safely assumed that no additional envelopes will need

(Continued on page 170)

"Don't stand there and tell me that only one size is legal!"

"Bunn Machines help us mail millions of tariffs and time tables . . . on time"

says John J. Calderone of THE ASSN. of WESTERN RAILWAYS

"We tie and mail as many as 100,000 time tables and tariffs in a single day . . . efficiently and economically . . . thanks to our Bunn Tying Machines," reports Mr. Calderone, Manager of the Association's mailing department.

Regardless of size or quantity per bundle, Bunn Tying Machines adjust automatically . . . tie securely with slip-proof knot . . . never waste twine.

Remember . . . almost *anything* which can be tied by hand . . . can be tied with a Bunn Tying Machine . . . faster, better and more economically.

GET THE WHOLE STORY

Learn how these Bunn Tying Machines can help you save time, money. Write today.

BUNN

B. H. BUNN CO. Dept. OF-45

7605 Vincennes Avenue, Chicago 20, Illinois

Machines Handle Mailings to Stockholders of RCA

SIDNEY SHEPHERD

FROM the crystal set era to present-day compatible color television, Radio Corp. of America has become one of the giants in the electronics field. Its diverse and widespread operations, commonly identified by the letters RCA, range all the way from sending and receiving communications between New York and Timbuktu, to manufacturing radio and television sets, phonographs and records. To this can be added broadcasting stations, research laboratories and countless other operations.

Stockholders who own common and preferred shares of RCA stock have been receiving quarterly dividend payments and various other information, proxies and literature to keep them informed of the business in which they are investors. Most information transmitted to the approximately 175,000 RCA shareholders is sent by mail. Their biggest mail job concerns sending common stock dividend checks to about 162,000 persons and about 13,000 additional preferred stock dividend checks to that many others, four times a year.

Each dividend check is accompanied by a special announcement. Last May, for example, the check was sent along with a booklet giving a report of the RCA annual meeting of stockholders, a statement by Brig. Gen. David Sarnoff, chairman of the board and review of operations for the first quarter of the year. Other inserts which usually go with dividend check to keep RCA stockholders posted on company progress and products have included descriptions of forthcoming radio, television and electronic products, high fidelity sets and other subjects. More than 1,500,000 pieces of mail transport this correspondence to all parts of the nation and many other countries in the world.

For RCA Communications, Inc., radio communications subsidiary of the corporation, the record department inserts and mails about 7,500 monthly bills. Another separate monthly mailing is the sending of advertising circulars to these same users of RCA Communications' facilities. RCA also mails monthly checks to many pensioners throughout the U. S.

At one time most of this work was handled by a bank which prepared and mailed dividend checks as RCA's transfer agent. In 1941, RCA took over these operations. Its own staff is ably abetted and served by the workhorse of its mailing system: an inserting and mailing machine made by Inserting & Mailing Machine Co., of Phillipsburg, N. J. These operations still are performed at the company's downtown headquarters, 60 Broad St., in the heart of New York's financial district. A standard Model 10A Inserting & Mailing Machine is run by one operator and an assistant. Sometimes a third worker is used, depending upon the type of mailing operation. Bills and announcements are mailed monthly to RCA Communications customers, pension checks go out monthly and dividend checks wait upon orders from the board of directors.

Work starts in the addressing section where one or more address plates is maintained for each stockholder ac-

Sparkling

26 High-Visibility Colors

COLORBRITE leaves a vivid trail of *intense* color at the slightest pressure. No other colored pencil makes such smooth, even, sparkling, brilliant lines with so little effort. COLORBRITE takes a sharp point, too. Ideal for figures, forms, charts and graphs. *Wetproof—fadeproof—smearproof.* Another major achievement by Eberhard Faber, the name most people rely on for fine writing materials!

Trademarks Reg. U. S. Pat. Off.

Since 1849 **EBERHARD FABER** *puts its quality in writing*

NEW YORK • TORONTO

For @@%%

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with a feather touch!

Colorbrite

26 High-Visibility Colors

COLORBRITE leaves a vivid trail of *intense* color at the slightest pressure. No other colored pencil makes such smooth, even, sparkling, brilliant lines with so little effort. COLORBRITE takes a sharp point, too. Ideal for figures, forms, charts and graphs. *Wetproof—fadeproof—smearproof.* Another major achievement by Eberhard Faber, the name most people rely on for fine writing materials!

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Since 1849 **EBERHARD FABER** *puts its quality in writing*

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For proof of performance, look for the name

EBERHARD FABER

Since 1849

1226-STAR TYPE CLEANER —Plastic cleaner for typewriter type. Cleans better—no muss, fuss or fumes. Also for other machines. In handy, re-use plastic box.

101-PINK PEARL—America's most famous pencil eraser. Exceptional quality, soft and pliable. Won't damage even delicate paper surfaces. (Also in smaller size No. 100.)

6500-VAN DYKE—A soft ink eraser. Its gentle abrasive action removes stubborn pencil marks from paper or tracing cloth.

1007-SINGLEX ERASER—Stick-shaped typewriter eraser. Looks like a pencil, sharpens like a pencil—so sharp SINGLEX erases a single letter. (Also without brush—No. 10.)

1107-RE-NU ERASER—Stick-shaped, paper-wrapped typewriter eraser. Just pull string and peel for new point. (Also without brush—No. 11.)

6587-VAN DYKE —Most popular typewriter eraser—soft red rubber with nylon brush! For originals, carbons. Won't harm paper. (Without brush—6580.)

RUBBER BANDS —Eberhard Faber bands are lively, long-lasting pure rubber. Stretch 7 times their length. Every size and shape for every use. 1 oz., 4 oz., 1 lb. boxes and 5 lb. bags.

601-VAN DYKE—The executive's favorite—for those who demand the finest—a super-quality lead and a distinctive flat tip—stops pencil rolling. Flat eraser is adjustable, renewable, shaped for neat erasures. 5 lead degrees of hardness—one for every use.

6325-EBONY—Its jet black, heavy-duty, large diameter lead writes effortlessly on any paper—no wonder it's so popular with newspaper men, proofreaders, layout men, artists, etc.

482-MONGOL—The standard pencil of America-on-the-job, preferred the world over for its quality—stays sharper longer. Made in 5 lead degrees. Choice of hexagon, or round pencil.

449-THINRITE—Has extra-thin diameter lead—ideal for accountants' columnar pads and work sheets, and for those who require fine writing. 3 lead degrees.

705-NOBLOT—Truly "a bottle of ink in a pencil." Writes smoothly and black and permanent (turns blue only when wet). Defies erasure, ink eradicator. Legal for signatures.

586-MECHANICAL MARKER—Propel-repel-expel pencil for hard-to-mark surfaces. Will not scratch, removes with damp cloth. 6 colors.

For proof of performance, look for the name

ount. Plates are filed in trays in metal
iling cabinets lining walls of one room.
Addressograph Model 2000 and 2100

neatly ties bundles of letters which are
dropped into mail bags to be carted off

601-VAN DYKE—The executive's favorite—for those who demand the finest—a super-quality lead and a distinctive flat tip—stops pencil rolling. Flat eraser is adjustable, renewable, shaped for neat erasures. 5 lead degrees of hardness—one for every use.

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586-MECHANICAL MARKER—Propel-repel-expel pencil for hard-to-mark surfaces. Will not scratch, removes with damp cloth. 6 colors.

count. Plates are filed in trays in metal filing cabinets lining walls of one room. Addressograph Models 2000 and 9100 are used to imprint the name of the stockholder on dividend checks, proxies, etc. The Addressograph plate makes a simultaneous and continuous impression on each check, as well as on a continuous paper form list which is used to reconcile the total amount of dividends disbursed.

Next along the mail transmission line, the special checks (pre-printed with date, number, common or preferred stock dividend designation) are put through a Todd Protectograph Checkwriter which fills in the exact amount of the dividend. Concurrently, alongside each listing on the large printed ledger form list also is printed the amount of the specific check. Here are the figures against which each particular ledger book is cross-checked and verified to assure correct amounts of dividend check payments. Operating in tandem with the checkwriter is a Todd Protectograph Checksigner which automatically prints a special facsimile signatures of each RCA vice president and treasurer in the lower right hand corner of each check.

The mating of the dividend checks (or the communications bills, or pensioners' checks) and any and all inserts to be sent, is accomplished by the Inserting and Mailing Machine. Its accurate, untiring steel fingers quickly and carefully put all the insertion matter into a special window envelope. Towards the end of this operation the machine imprints a slogan or sales message (such as: RCA Pioneered and Developed Compatible Color Television), imprints a dated postal indicia and RCA's permit number 175. By changing dies, the slogan can be changed and both date and the amount of postage also can be varied. Then envelopes are sealed and stacked rapidly in a bin at the end of the Inserting & Mailing Machine. Last step is accomplished by a Bunn Package Tying Machine which neatly ties bundles of letters which are dropped into mail bags to be carted off to the post office.

RCA's shareholders, who live in all parts of the land, enjoy receiving their dividend checks on or about the same time. To accomplish this a staggered mail system is used. Mail to shareholders living west of the Mississippi is sent a few days before similar dividend checks are mailed to shareholders east of the Mississippi. Thus checks are received more or less on the same day in Los Angeles as in New York.

All told, it takes about seven full working days of some seven hours each, to mail out stockholder proxies in a continual mailing process. Dividend mailings, somewhat slower because of the reconciliation control by ledger, take about eight similar working days. "Any way you look at it," said an RCA official, "we're doing quite well with our mechanized mailing system." He added, "My staff would rather use a machine than sit down and stuff envelopes by hand. That's for sure."

The Inserting and Mailing Machine used by Radio Corp. of America in New York.

combine to give smoother, faster automatic filing with noiseless operations. The

with users of tabulating equipment and its advantages are described in Bulletin

New Products

COPYING MACHINE

Duplicating Products Div., Minnesota Mining & Mfg. Co., Dept. TF-04, St. Paul 6, Minn., makes the Secretary Copying Machine small enough for use on a desk. It makes error-proof, dry copies of originals in about four seconds from printed, written or drawn originals—transparent or opaque and printed on one side or both—regardless of the color of paper on which the original is printed. It copies correspondence, records, cross-file references, sketches, diagrams, newspaper clippings, administrative forms or other

papers. The Secretary is 17" wide, 17" long and 9" high. It operates from any 110-volt AC outlet employing a special light in the machine and a special copying paper. No liquids, negatives or master copies are involved. It copies in one step direct from the original in the open office or plant, regardless of lighting conditions, and can be operated after only a few minutes instruction. The special copying paper is 5c per sheet. To copy an original, the operator places a sheet of this copying paper on top of the original and inserts both into a slot in the front of the machine. The paper is carried automatically through the machine where it passes the special light and returns to the operator within four seconds ready for immediate use. Costs $329 throughout the U.S. Literature from above address.

ELECTRIC ROTARY FILE

Remington Rand, Inc., 315 Fourth Ave., New York 10, N. Y., makes the Kard-Veyer electric rotary card file with movable shelves which travel from either direction, bringing the required tray to the reference area from either above or below, stopping at posting position by automatic leveling. The operator need not leave her position at the unit because the Kard-Veyer, equipped with chair and

posting board, forms a complete and compact work station at which the operator can perform all normal filing and posting activities. Automatic leveling, shorter crosswise trays, two-directional carrier travel and a rapid-action circuit system

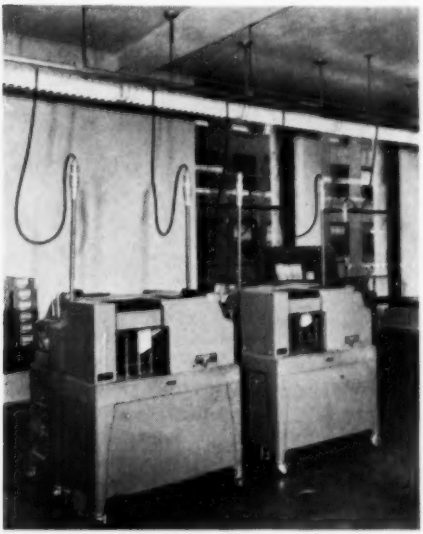
offset. It thoroughly describes the Da-

the $5 and under range. Complete in-

combine to give smoother, faster automatic filing with noiseless operations. The joining of clerk, records and filing cabinet into a single functional unit occupies less room and releases office floorspace. A foot switch can be installed so that the unit can be operated while the clerk has both hands free for work. A second piece of alternate equipment is a high-low operating switch which will bring one carrier full of trays in the center at convenient standing reference height. Another alternate is a push-button selector to get the desired tray directly in front of the operator. Free folder LBV-706 describes this file.

MACHINE WIRING SYSTEM

Feedrail Corp., 125 Barclay St., New York 7, N. Y., makes Electric Feedrail which allows flexible layout of electric office machines. This eliminates costly rewiring when machines are relocated,



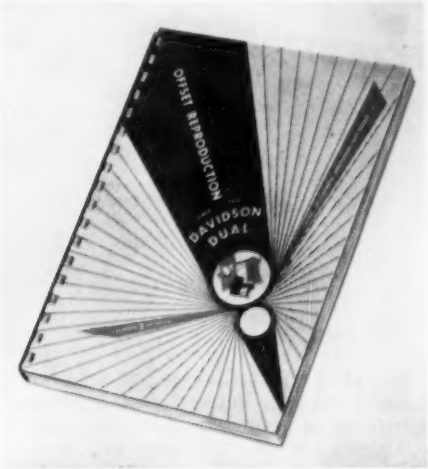
lowers maintenance costs and reduces machine downtime. Feedrail is an overhead system without the limitations of floor ducts. The system can be modified, extended or relocated at any time, using all the original prefabricated units. The Feedrail 60-Ampere System is popular with users of tabulating equipment and its advantages are described in Bulletin 47 which is free from above address.

LIQUID GRAPHITE

American Pencil Co., Dept. O-4, Hoboken, N. J., announces their development of Liquid Graphite for writing instruments. It contains no carbon black or soluble dyes and is a variation of their Venus Colloidal Process of making homogenized leads for Venus and Velvet black lead pencils. Liquid Graphite is pencil lead in liquid form. Unlike ink, it does not penetrate the fibers of the paper. Instead, tiny particles of graphite are deposited on the paper's surface. Marks dry instantly, will not smear but can be erased. The company states that Liquid Graphite is not expected to replace lead pencils, ball pens or fountain pens because each has its own purpose, but new writing instruments with Liquid Graphite will be introduced.

OFFSET MANUAL

Davidson Corp., 29 Ryerson St., Brooklyn 5, N. Y., have published a 110-page, illustrated manual, "Offset Reproduction

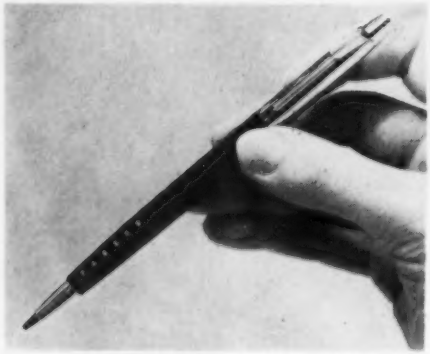


and the Davidson Dual-Lith," which describes the evolution of printing and reproduction processes with emphasis on

offset. It thoroughly describes the Davidson 2-cylinder principle and there are chapters on offset preparation methods and machine operation. "Operating Hints for Better Printing" gives helpful ideas on running tissues, onionskin and thick stocks, odd shapes, stapled and folded sheets, metal sheets, cloth, envelopes, coated stocks, etc. Ink coverages for all kinds of offset plates and stocks are also discussed. In addition to regular offset work, the Davidson Dual-Lith can handle a variety of jobs such as dry offset, dry offset embossing, letterpress or relief printing, running two sides at once, imprinting, numbering and perforating. All these operations are covered with step-by-step instructions. There is a trouble-check chart, and a lubrication chart suitable for wall mounting. This manual is free to all Davidson Dual-Lith users who indicate the model and serial numbers of their Dual-Lith. Others can obtain a copy for $5 from above address.

LIQUID LEAD PENCIL

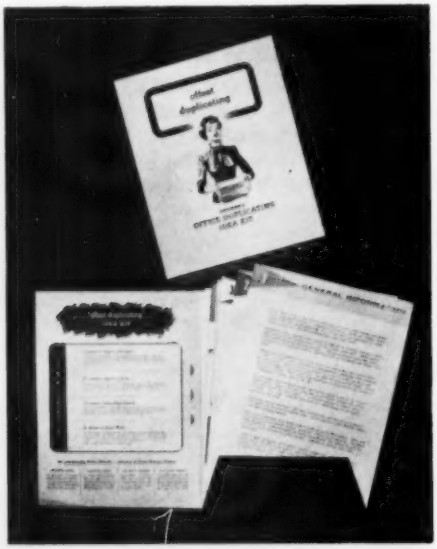
Parker Pen Co., Janesville, Wis., and Scripto, Inc., 423 Houston St., N.E., Atlanta, Ga., are jointly making the Liquid Lead Pencil which writes an erasable



line with its ballpoint. The LLP contains liquefied graphite and is designed for use as a regular lead pencil but it will not break its point nor need resharpening. It is said to last six times as long as a regular lead pencil. Models to be introduced this month will be in the $5 and under range. Complete information from either of the above addresses.

OFFSET TRAINING KIT

Eastern Corp., Bangor, Me., offers a complete portfolio containing operating instructions and samples of the kind of work which can be produced on offset duplicating machines. The kit itself is the result of extensive research both by Eastern's own laboratory and by outside sources, and is offered to simplify office machine operation and to aid management in having instructional material on



hand where turnover of machine operators or relatively untrained personnel hamper the most effective use of duplicating equipment. It contains a description of the process, its advantages and limitations, operating hints and, to show what can be done, samples of various jobs done on this equipment. It is anticipated that this portfolio will be an important adjunct to the equipment itself and will relieve purchasing agents and office managers of some of the burden of keeping personnel familiar with the equipment. The portfolio is not a sub-

stitute for the manufacturer's instruction manual, but rather an additional step to help offices get the most out of their equipment. Copies of the portfolio are available to business firms upon request on their own letterheads.

RECORD CONTROL SYSTEM

Ormegraph, S.A., 28 Rue des Colonies, Brussels, Belgium, makes the patented Ormegraph Multicontrol System of visible record keeping which comprises a small, compact machine that prints cards simultaneously with three copies of strip records. These are filed visibly in special cabinets which hold up to 150,000 in

a square yard of floorspace. The printing medium is a small embossed plate which is visibly filed in cabinets holding up to 5000 in a square yard. The Ormegraph Multicontrol System is designed for such applications as production control, inventory control, etc., in both large and small installations. Complete descriptive literature of the system can be had free from above address.

SHELF FILING SYSTEM

Visi-Shelf File, Inc., 105 Reade St., New York 7, N. Y., makes the Visi-Shelf Filing System, comprised of all-metal cabinets which, in the standard size, hold the equivalent of two four-drawer vertical filing cabinets. Cabinets have sliding divider-compressors which hang from tracks welded to the shelf above. These are easily moved by simply pressing the top of the divider with one hand. Records are protected from dust and dirt by sliding drop doors. Because doors open by dropping downward, little aisle space is required. The doors also eliminate the hazard of opening on file clerks' heads. The location and reference to records is simplified by patented Facile Guide-Pulls. Several comparative time studies are said to show that locating records in Visi-Shelf Files is approximately 42% faster than in vertical filing cabinets. The Facile Guide-Pull is both an index guide plus a device which allows a clerk to remove the desired folder quickly and easily. By pulling on the Guide-Pull the file clerk brings all the

folders within that classification forward beyond the edge of the shelf, for removal or replacement of any record. The Facile Guide-Pull also serves as a repository for out-cards or fillers by using pockets built into the face of the Guide-Pull. Standard 3" x 5" cards serve as out-cards and are inserted in the pocket when a record is removed. If a specific folder is out of the file it is apparent to the clerk as soon as she pulls out the Guide-Pull. The Visi-Shelf System comes with 7, 8, 9 and 10 openings in a cabinet. Besides a gain

of over 60% more record storage in the same floor area over the use of four-drawer cabinets, the system allows over twice as much filing storage at the same cost. A Visi-Shelf Cabinet with twice the storage space of a single four-drawer filing cabinet, costs about the same. Complete information from above address.

ELECTRONIC CREDIT SYSTEM

Identification Div., Farrington Mfg. Co., 76 Atherton St., Boston 30, Mass., makes the Scandex System which will be offered initially on a rental basis to oil companies for automatic processing of tabulating card invoices imprinted at point-of-sale with data from customer credit card identification. It is intended

to adapt the equipment for use in other businesses involving large volumes of credit sales, such as department stores. Rental includes service and maintenance. The system automatically reads the account number on tabulating card invoices coming from the point-of-sale, verifies them for accuracy and then key punches this information on the original invoice. It can be operated with an adding machine attachment to key punch the dollar amount of sale, if desired. The Scandex System's speed in processing sales accounting data is said to be at least three times that of manual operations with a very minimum of invoice errors. Equipment includes a scanner and an interpreter which automatically operate conventional key punch machines. The scanner reads the invoices by means of a photo-electric cell operating with visible light. As the scanner looks at the data, electronic pulses are transmitted to the interpreter for recognition and checking. The interpreter consists of a small, special purpose digital computer which identifies each character by a process of analysis. The interpreter also verifies the accuracy of the account number on the invoice. If the number is correct, interpreter allows the key punch machine to punch the invoice card. If data is incorrect, the card is rejected for manual punching. Processing is faster, with no need to repair or replace incorrectly punched cards. During extensive tests, equipment accepted and punched better than 99% of all cards handled. The electronic units in the Scandex System were developed by Intelligent Machines Research Corp., Arlington, Va. The Charga-Card service, developed in conjunction with the Scandex System by Farrington, includes a new type of plastic credit card and a specially designed addresser. Complete information from above address.

TYPEWRITERS

Addo Machine Co., Inc., 145 West 57th St., New York 19, N. Y., U. S. distributors of Addo-X 10-key Adding Machines, has been appointed exclusive distributors

in the eastern, southeastern and middle western states for Adler Universal, Standard and Portable Typewriters which will be sold only through authorized office machine dealers maintaining adequate service facilities to uphold the

German manufacturer's (Adler Werke, Frankfurt am Main) more than a half-century reputation for quality and dependability. It is also contemplated to supply each dealer with a fair amount of spare parts free of charge to insure instantaneous service to the user. A large supply of all different models and parts for them will be stocked by Addo Machine Co. at their New York warehouse. Complete information from above address.

DUPLICATOR CABINET

Bohn Duplicator Corp., 444 Fourth Ave., New York 16, N. Y., announces a duplicator cabinet designed by Burt Tysinger with emphasis on beauty as well as utility. The two-tone leather finish in black and fawn is resistant to alcohol and ink, and will enhance office decor.

The BDC cabinet incorporates several features for complete user satisfaction. Touch latches operate the doors so that handles are not necessary. Touch the doors and they're open—touch them and they're closed. Full length piano hinges eliminate sprung doors. The inside storage shelf and the pull-out shelf extend the work surface, and four self-leveling feet may be adjusted to vary the overall height from 29" to 30". Dimensions are 19" deep by 29" wide. While the cabinet will accommodate any duplicator, hand or electric, it's handsome enough for other uses: as a utility cabinet, telephone stand, extra storage space, radio-phonograph cabinet with space for records—or even a small bar. The BDC cabinet lists at $59.50 and may be ordered from above address.

FLOOR MATTING

American Floor Products Co., 4922 Wisconsin Ave., N.W., Washington 16, D. C., offers Neo-Sponge comfort floor matting designed to reduce employee fatigue and injury. It is made through a patented process of blowing millions of inert nitrogen bubbles into Dupont's

Neoprene. It has permanent resilience, high electrical resistance (61,000 volts before puncture), and an almost impervious resistance to acid, oil, grease and heat. The mat will outwear rubber and, unlike rubber, will not absorb any liquid or vapor. Neo-Sponge is especially suited to businesses where employees stand at their jobs. The molded tread design on both sides makes it reversible and offers non-slip foot traction. Available in two thicknesses, ¼" and ⅜", and in standard sizes up to 36" wide x 10 ft. long. Larger sizes can be supplied upon request.

SAFE CABINETS

Hillside Metal Products, Inc., 262 Passaic St., Newark 4, N. J., makes a complete line of Invisible Safe Cabinets. One model has ball bearing card file drawers,

letter file drawers, storage unit with adjustable shelf, invisible safe with double reinforced door and "magic touch" combination safe lock, plus an extra door under lock and key enclosing safe and storage units. Complete information from above address.

PRINTER FOR COMPUTER

Burroughs Research Center, Paoli, Pa., has developed Electrographic Recording which will print calculations of an electronic computer at the rate of 5,000 characters a second. Potential applications include: electronic computer output systems; high speed labeling or strip printing; page printing; Teletyping and telemetering; facsimile, duplicating and display. The current laboratory model is being used for further research. It is essentially a three-stage operation. Characters take the form of a pin-point pattern of electrostatic charges on the surface of a low cost coated paper. The pattern is made visible by passing the paper through a dry ink bath. Then the paper rolls through a third station where a temperature controlled hot plate "fixes" the ink permanently, making it fade and smudge proof. The paper moves continuously through the three stations at a steady rate of speed up to 44 ft. per second. The end result is a line of uniform, clearly visible printed characters with virtually no background discoloration. All components of the laboratory model are small enough to be enclosed in a cabinet approximately the size of a two-suiter traveling bag. Power requirements necessary to print 5,000 characters a second are only 5 watts, in addition to those needed to move the paper. Mechanically and electronically, components are simple and low in cost. The only moving parts are those necessary to keep the paper in continuous high speed motion. Operation is silent except for the sound of moving paper. The present model, which uses a single print head to create a single line tape, can be expanded to include a number of print heads. This would multiply the present output of 5,000 characters a second by the number of print heads added.

FLUORESCENT STOCK

Radiant Color Co., 830 Isabella St., Oakland 7, Calif., offers a sample swatch

folder of Velva-Glo fluorescent papers and cardboards which are used for forms, bulletins, signs, etc., where the vivid

no leaks

The B D C mimeograph uses a thin film of heavy paste ink that does not and cannot leak. Yet perfect ink distribution is assured over the entire printing area by the same kind of oscillating ink roller used on a printing press. Copies are so sharp, clean and evenly inked they are often described as printing press quality. Because the ink can't leak the B D C is always clean—but better yet, so is the user! You'll want the whole story on the B D C mimeograph—how it operates without a drum, without a messy ink pad, gives you a 3 minute color change, raises or lowers copy with a knob. *Write for complete information. Bohn Duplicator Corporation, 444 Fourth Avenue, New York 16, New York.*

use the revolutionary mimeograph

$179.50 +FET

BDC REX-ROTARY

fluorescent colors attract immediate attention. When used as special purpose checks, any of the eight available colors not only attract attention but make detection of alterations immediately apparent especially under black light. Forms or instruction labels, otherwise overlooked, get greater attention on fluorescent stock. Write above address for the free sample folder.

DOUBLE-COATED TAPE STRIPPER

Minnesota Mining & Mfg. Co., 900 Fauquier St., St. Paul 6, Minn., makes a snap-on attachment that permits handy use of double-coated pressure-sensitive tape on standard Scotch brand deluxe heavy duty dispensers. The conversion unit, Scotch double-coated tape dispenser attachment Model M-75, consists of two steel guides and a liner rewind arm that snap into place in a matter of seconds. Once in place it accommodates liner material from 1,296″ rolls of either the Scotch double-coated paper (No. 400) or cellophane (No. 666) tape in widths from ¼″ to 1″. To ready M-75-equipped dispensers for use simply pull the tape and liner past the dispenser's cutter edge; tear off a tab of tape and attach it to the rewind roller; peel back the liner and stick it to the tape on the roller; and wind a few wraps of liner around the

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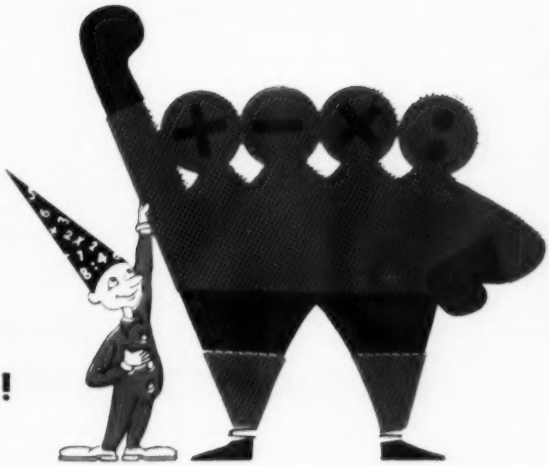

Ten and out! Winner and still champion — the Facit ESA-O! Yes, the world-famous Facit 10-key system — so simple that your office-boy can be a calculating expert within fifteen minutes — is unbeatable when figuring out the answers you want during a long-distance call or an important conference. It's the world's smallest fully automatic calculator and takes no more space than a telephone on your elegant desk.

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roller until it snugs up against the roll of tape. During use the roller automatically continues to peel off the liner material as the tape is pulled from the dispenser. Price of attachment is $4.50.

POCKET MEMO BOOK

Byron Weston Co., Dept. OF, Dalton, Mass., offers a free 40-page pocket memorandum book with the popular tear-off memo pages. The 3" x 4½" memo book is top-opening, spiral bound and contains double perforated pages to provide three convenient tear-off memo slips on each

page. A full calendar for 1955 is also included. Each leaf is a sample of Weston Bond, 25% rag content, and demonstrates the new, brighter white and superior qualities of this Weston paper for letterheads. Copies of the memo book are available free on request through distributors of Weston Bond or by writing above address.

PROGRAM CONTROL

International Business Machines Corp., 590 Madison Ave., New York 22, N. Y., makes the IBM Central Control System which follows preset programs and automatically switches on or off up to 40 groups of remote operations, each on its own time schedule. It will switch lights on or off, start and stop motors, open

and close valves, control air conditioning, printed, drawn or photographed, in 30

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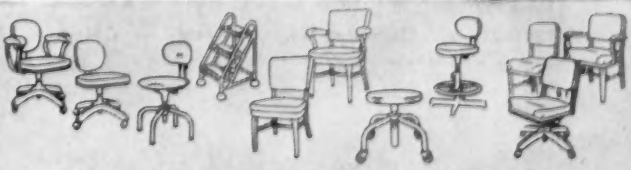

and close valves, control air conditioning and perform scores of similar operations. Its most advanced application will be to start and stop production line machinery in automated offices and plants. The system uses carrier current signals and operates over existing 60-cycle electrical circuits. It does not require the installation of a single transmission wire. A central operations panel allows checking many remote electrically controlled services by merely glancing at indicator lights on the panel. The system can be expanded as needed. Full information from above address.

PHOTOCOPIER

American Photocopy Equipment Co., 1920 W. Peterson Ave., Chicago 26, Ill., makes the Apeco Dial-A-Matic Auto-Stat which is only 24" long, 9" deep and 5" wide, yet takes paper up to 15" wide and any length. Setting an illuminated dial to match the type of original material to be copied automatically produces a sharp, dry copy of anything written, printed, drawn or photographed, in 30 seconds. Self-adjusting developer rollers take any weight paper from tissue to heavy card stock without manual adjustment. Operator never comes in contact

with developer solution because filling and emptying the developer tank is done with a squeeze bottle and tube. The Dial-A-Matic Auto-Stat is styled in contrasting tones of polished and satin finished stainless steel with lighted Lucite

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The MIM-E-O Patented Spring Clip method of vertical filing provides complete protection for Stencils (in File Wrappers), Offset Negatives, and Paper Composition, Aluminum and Zinc Masters—especially the serrated edge of Multilith Masters. Special heavy-tension Spring Clips available for filing Zinc Masters.

The complete MIM-E-O line includes models to file Multilith #1250, #75, #80, #81, and #2066 Negatives and Masters; also Davidson #241, #251 and #233. Filing capacity from 50 to 1000 units. MIM-E-O has 250 Distributors from coast to coast to help you with your Stencil or Offset filing problems.

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Each hanger holds two Stencils, Negatives or Masters.

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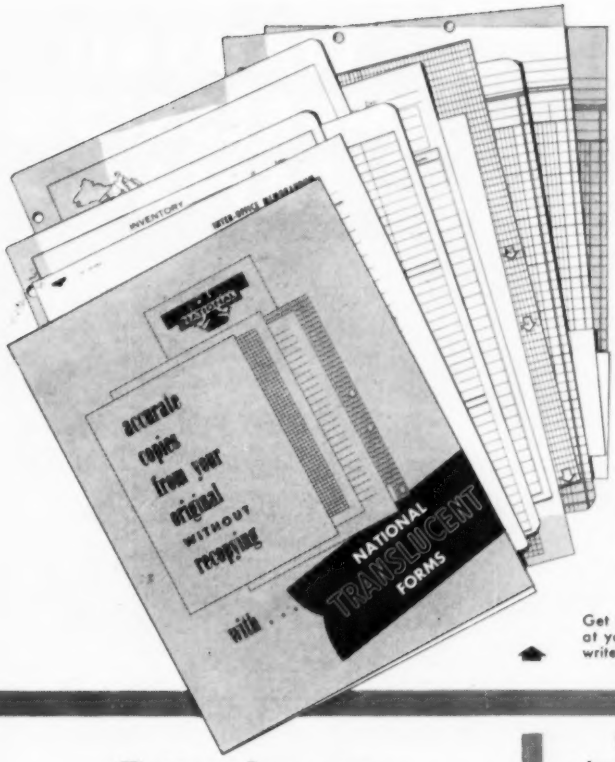

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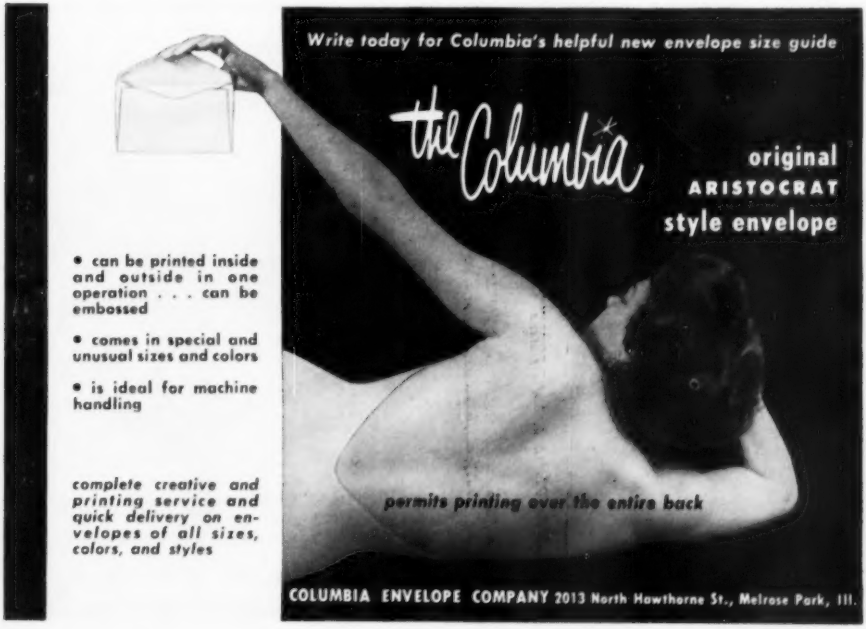
ADDING-CALCULATOR

Felt & Tarrant Mfg. Co., 1715 N. Paulina St., Chicago 22, Ill., makes the Comptograph 202, a 10-key calculating-adding machine with the Visi-Balance window which permits the operator to see the accumulated balance at all times. When the value is debit the word "positive" appears in the window. The instant the accumulated value becomes a credit the word "negative" appears. The Comptograph operates at the rate of 202 printings per minute. Six single-purpose operating keys are conveniently grouped at right to eliminate all necessary motion of the fingers and hand. All debit items, including subtotals and totals, are printed in black; credit items, subtotals and totals in red. Multiplication is accomplished by touching the positive or negative Multi-Cups. The Comptograph automatically spaces up

after subtotals and totals, operates on 110-volt AC or DC, has an extended cipher bar, memo writing surface, non-print tab, column indicator, erase tab-backspacer and many other features designed to facilitate figuring. Additional information from above address.

POST CARD STENCILS

A. B. Dick Co., Dept. O-45, 5700 Touhy Ave., Chicago 31, Ill., announces development of a special stencil sheet for mimeo-



graphing post cards, labels, and file and library index cards. This stencil sheet is made up of four 4" x 8½" stencils which can be separated for individual use by tearing along perforated lines. The stencils can be used on any conventional stencil duplicator. Guide markings are printed on each of the four parts of the stencil to enable the typist to accurately position copy for a 3" x 5" card in a minimum of time.

DESK-TOP MICROFILMER

Recordak Corp., 444 Madison Ave., New York 22, N. Y., makes the Recordak Reliant Microfilmer. Its greater economy in microfilming operations, regardless of daily volume, is attributed to a choice of three reduction ratios in the Reliant. Lenses can be simply interchanged to provide 40 to 1, 32 to 1, and 24 to 1 reductions. Three methods of microfilming may be used to further assure greatest film economy. With the Duplex Method, the fronts and backs of documents are photographed simultaneously side by side on the film. With the Duo Method, the fronts of documents are photographed down one half the film width, then up the other half. With the Standard Method, the fronts of documents are photographed across the full film width. Up to 29,000 smaller items, such as reference cards and bank checks, can be recorded on a 100-ft. roll of 16mm film. An automatic feeder offers speeds of over 400 items a minute. Design features pre-

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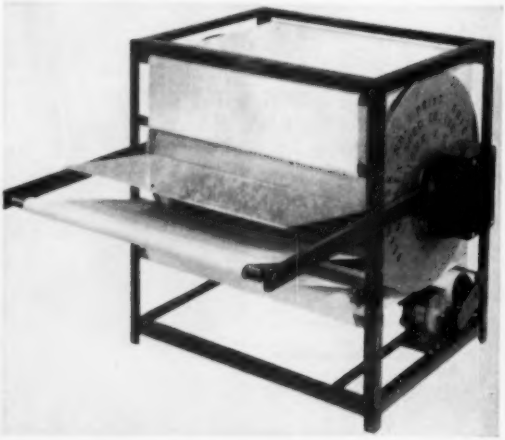

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- Rugged Construction — assures long trouble-free operation.

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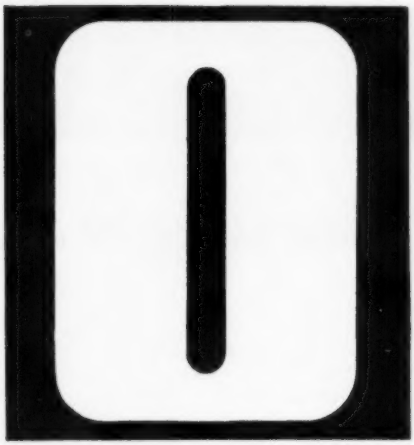
The Olivetti Automatic Carriage Printing Calculator automatically calculates and prints desired figures on record-forms, moving automatically to the proper columns. Can perform 21 separate operations automatically in desired sequence; the sequence can be quickly changed. With platen split, it also prints on tape. Write Dept. EM, Olivetti Corporation of America, 580 Fifth Avenue, New York 36, N. Y.



Photograph by Stephen Heiser, Chicago

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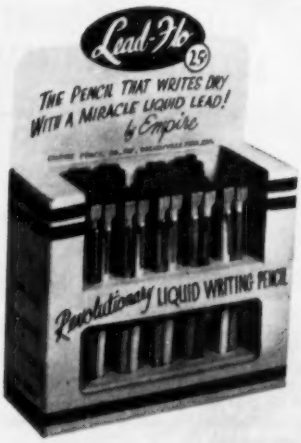
vent double-feeding of documents and assure "errorless" microfilming over long periods of operation. The film unit will accept two rolls of film, automatically duplicating on a second roll of film every document photographed. The extra roll may be stored off the premises as extra protection or used as an extra reference sources elsewhere. The Reliant Microfilmer takes documents up to 12" wide, recording 11" of printed matter on the film. Length of document is unlimited so that large accounting forms and adding machine tapes can be photographed. Eye-level controls provide operating convenience. Documents are neatly stacked in original sequence in a stacking tray. An endorser-canceler accessory allows checks to be endorsed or canceled as they leave the machine.

LIQUID LEAD PENCIL

Empire Pencil Co., Shelbyville, Tenn., makes Lead-flo ballpoint pencils with colorful plastic barrels, square decorated ferrules, eraser tops, silvered metal points



and pocket clips. Each Lead-flo pencil contains enough liquefied graphite to give thousands of miles of writing that will not smear, smudge or rub off and erases easily. Produced to retail for 25c.

MAIL HANDLING EQUIPMENT

CORBIN Mail Room and Collating Equipment reduces work motions, ends congestion, handles larger quantities of mail in less time. Used in the majority of U. S. Post Offices, and in leading firms, universities and institutions. It's the answer to your need for fast, efficient mail handling!

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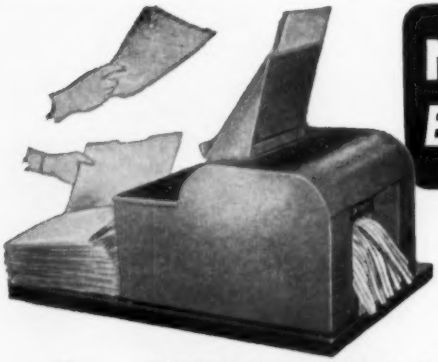
COPIER FOR OFFSET

Haloid Co., 55-16X Haloid St., Rochester 3, N. Y., makes the Xerox Model 1218 which will reduce engineering drawings up to 24" x 36" onto a 12" x 18" paper master and make possible 100 copies in about five minutes at low cost. Large

originals up to 24" x 36" are copied by reduction onto the camera's 12" x 18" Xerox sensitized plate and transferred to paper masters, by xerography, for run-off of multiple copies on an offset duplicator. Medium-size drawings (12" x 18") can be copied same size, while several small drawings at a time can be copied same size or enlarged individually to 12" x 18". Original masters may be filed for printing additional copies when needed. The Xerox Model 1218 permits use of precut rather than roll paper. Wet processing and hand shearing operations are eliminated. The reduced size and thinner paper save filing space as well as folding and unfolding time. Duplicated copies are clean and sharp, easy to read in the reduction. Equipment consists of a copying camera, charge unit, developing tray, cleaning tray, transfer unit, and a fuser for making the image on the paper master permanent. The camera, manufactured especially for Haloid by Robertson Photo-Mechanix Inc., has a Goerz f.10 Artar process lens of 16½" focal length with a calibrated iris scale for maintaining constant exposure conditions with change in size of reproduction. Two 1000-watt, 50-hour projection lamps are mounted on arms of a glass-covered copyboard which has ¼" regis-



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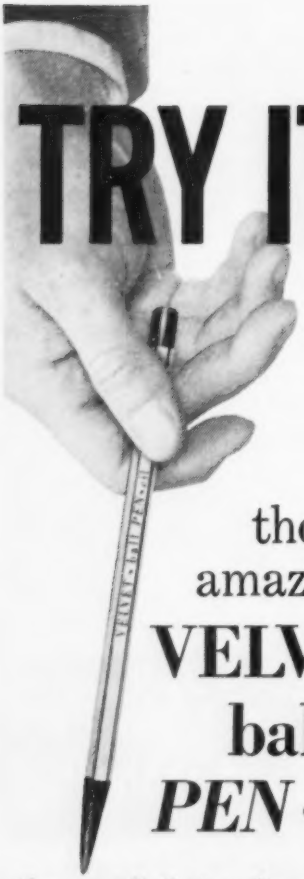
Destroys Old Papers and Records with No Hand Feeding

The new "SILVER EXECUTIVE AUTOMATIC" Paper Shredder is the first stack feed machine . . . feeds itself automatically! Shreds confidential papers, records, time cards into 1/4" strips—in seconds. Machine is a typewriter-size, portable desk model with full 1/2 HP motor. Safe, easy to operate. Many sizes. Write today for details of 10-DAY FREE TRIAL.

INDUSTRIAL SHREDDER & CUTTER CO.
103 MILL STREET • • SALEM, OHIO



the pencil that writes with INK

- combines best features of a pencil with best features of a ball-point pen
- light as a pencil because it's wood
- banker-approved permanent ink
- full-length brass cartridge writes enough to fill 18 stenographer's notebooks
- nothing to press, turn, fill
- fully-guaranteed

Handy dozen-pack for business and industry. Blue, red, black or green ink. $3. per dozen.

Order from your commercial stationer

For sample write on your company letterhead to Dept O-4

AMERICAN PENCIL CO., HOBOKEN, N. J.

tration marks along the center lines and tilts through a 90° arc from the horizontal to the vertical plane. Focusing may be done by its percentage scale or on the ground glass. An automatic timer scaled from zero to three minutes shuts off the lamps between exposures. The combination charging and transfer unit is self-contained and semi-automatic. The fuser is a drop-chute system with thermostatically controlled heat. Plates may be used hundreds of times before replacement. Field tests of the Xerox 1218 have shown great economies. A cost analysis by the Ford Motor Co. indicates a yearly saving of $75,000 over former methods. Detailed information from above address.

TYPE CLEANER

Underwood Corp., 1 Park Ave., New York 16, N. Y., offers a free sample of Kleen-Type, an adhesive strip which is placed on the typewriter platen and typed upon while the ribbon is set at stencil position. The chemical coating

on the strip picks up the dirt, ink and lint from the typewriter type. Kleen-Type was developed by E. H. Moss, president of Konkord, Inc. It cleans type by the normal typewriting process, without soiling the hands. Write above address for free sample.

At this point WRINKLES CAUSE OLD AGE

There's no point collecting worry lines from folds and wrinkles in finished duplicating work.

Most of the time these creases are caused by uneven moisture content in the paper. This causes a "warping" of the paper in the feed tray and these ridges are folded smooth as they feed under the roller. Sometimes the warping is caused by a wide variation in paper moisture and room humidity.

To combat wrinkling, all of Eastern's wide assortment of duplicating papers are made with an even, correct moisture content . . . scientifically controlled and designed to work perfectly under normal office conditions.

If you've been troubled by wrinkles why not try one of these fine papers on your office duplicating machines:

Atlantic Duplicator, Atlantic Bond, Atlantic Mimeo, Atlantic Opaque, Manifest Bond, Manifest Mimeo, Manifest Duplicator.

All but Atlantic Opaque are available in attention-compelling colors. Send for sample packets or sheets.

use ATLANTIC BOND *Business* PAPER

EASTERN

MADE BY EASTERN CORPORATION • BANGOR, MAINE

SHELF FILE CABINET

Tab Products Co., 57 Post St., San Francisco 4, Calif., makes the Spacefinder File which provides the space and time savings of open shelf filing plus a door arrangement for safe, clean storage of records. The optional doors can also serve as a work or posting shelf for file maintenance, notations, etc. For active filing, all doors can be open during the

day and closed at night. The Spacefinder is a complete cabinet of electrically welded heavy gauge steel throughout. It is shipped set up, ready to use. Bolt holes provide for joining together in batteries on location. Edges beneath shelves and in cabinet sides are beveled to prevent documents and folders catching and snagging. Model 1200 Spacefinder has six compartments for letter size documents, with 204 clear filing inches. Cabinet is 78″ high, 36″ wide and 13¼″ deep. Write above address for Catalog No. 6 with complete information.

TABULATOR CHECK FORMS

American Lithofold Corp., 500 Bittner St., St. Louis 15, Mo., makes needle-sorted continuous payroll check forms

Gestetner is made by the world's first and largest manufacturer of duplicating equipment

No cans . . . no brushes . . . no pads . . . ! Leakages and mess are a thing of the past with this new, scientifically clean stencil duplicator. GESTETNER will make enormous savings in your printing bills by reproducing illustrations in line or even halftone . . . and make ordinary typewriting a pleasing print-like reproduction. GESTETNER will repay its original investment many times over. Yet with all its many exclusive features it costs no more than ordinary duplicating equipment.

GESTETNER DUPLICATOR CORP.
50 McLEAN AVENUE, DEPT. 79
YONKERS, N. Y.

Please send a copy of "30 Ways to Get the Most from your Duplicator."

NAME.....

ADDRESS.....

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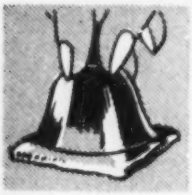
PINK PLASTIC PUTTY... that pulls the dirt out of typewriter type rather than washing it into the machine



Flatten the putty by pressing very firmly.

Press it on all of the type. Do not rub.

Fold the putty upward to original pyramid shape.

NO MESSY LIQUIDS to remove nail polish, spot or spatter clothes.

NO HARMFUL FUMES to cause headaches or colds.

To make neat erasures—just touch the word to be erased, Bud will absorb the surplus ink. Then erase and there will be no smear.

Retails for 50¢ each

Dealers—write for sample and cost

BUD TYPE CLEANER
P. O. BOX 4644
BALTIMORE 12, MARYLAND

for use on a tabulating machine. The payroll is then listed on pre-numbered payroll register sheets. As the checks come off the tabulating machines they are broken apart and stacked in numerical sequence. Each group of 40 checks is matched to a page of the register and inserted into a groover which notches them for needle sorting. After checks are returned to the company for reconciliation, matching up the notches with a needle sorts the checks by page number. This system permits reconciliation later in the month after more checks have cleared through the bank. Needle-sort forms are adaptable to any continuous payroll check. Full information from above address.

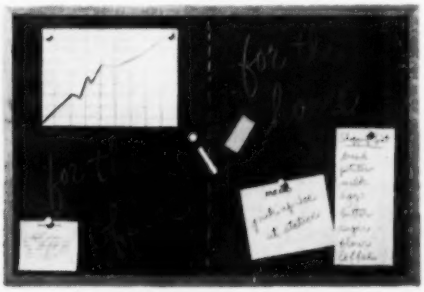
PAPER-HANDLING AID

Evans Specialty Co., 403 N. Munford St., Richmond 20, Va., makes Tacky-Finger, a hygroscopic material having the properties of absorbing moisture from the air, thereby giving a harmless coating to the fingers which enables the user to handle papers with ease. It eliminates the need for wet sponges, finger stalls or

glycerine. It is greaseless, stainless, odorless and guaranteed to be non-irritating to the skin. Tacky-Finger is produced by the manufacturers of Evans Gathering Racks, and a free sample is now being included with each Gathering Rack. If you are already using Evans Gathering Racks a free sample of Tacky-Finger can be obtained by writing above address.

MAGNETIC CHALK BOARD

Jacronda Mfg. Co., 26 So. 42nd St., Philadelphia 4, Pa., makes the Instructo Magnetic Chalk Board, a combination bulletin board and chalk board framed in natural oak. Messages can be written



on its smooth, no-glare, metal surface. Powerful Alnico magnets hold memos, papers, etc. Available in two sizes: standard (18" x 28") size retails for $5.50; large (24" x 36") size retails for $7.50. Both are equipped with plastic-covered magnets, a Tilt-Rite (easel-type) stand, magnetic eraser and magnetic chalk holder, plus mounting hardware. Dealer discount allowed. All Instructo boards are individually boxed. Write above address for full information.

INTERCOM SYSTEM

Rauland-Borg Corp., 3515 W. Addison St., Chicago 18, Ill., makes the Amplicall Intercom, housed in a walnut plastic case,

which offers versatile operation, lifelike speech, and economy of installation. The Amplicall master station unit is available

the desk with the custom look!

Fashion-Aire by WESCO

Here is real desk distinction—real individual styling that speaks quality; construction features that emphasize durability. Here too is economy that means something to your customer for Wesco has combined low price with features found only in more expensive desks. There is a Fashion-Aire desk for practically any office purpose.

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WESTERN MANUFACTURING COMPANY
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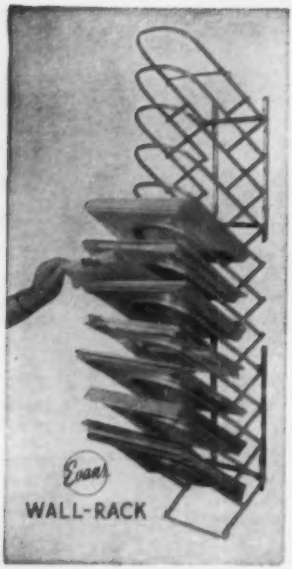
New York Display and representive
Arthur Gordon Co. Associated
206 Lexington Ave., New York 16, N.Y.

California Warehouse and representive
F. C. Charles, 2436 E. 8th St.
Los Angeles, California

Texas Warehouse and representive
C. W. Kuse, 2414 W. Holcombe Blvd.
Houston 25, Texas

Use Wasted Wall Space



- Walls aren't on the payroll—but they go to work for you, when you hang an Evans WALL-RACK. Use everywhere—from reception room through factory.
- Result: unlittered desk tops, and more working space; more work accomplished. WALL-RACK holds papers, charts, price lists, catalogs, etc. often referred to—but keeps them out of the way.
- In Mailing Room distribution of incoming, outgoing and inter-office mail is done faster.
- All aluminum, Evans WALL-RACK fastens securely to an otherwise unused wall. Light weight, yet durable, holds over 40 lbs. Comes complete with double hanging frame and drive nails.

6-section size **$11.00**
12-section size **18.50**

Also 4" width—6 or 12 sections—at above prices.

Made by Makers of the Famous Evans GATHERING RACKS

See Your Dealer or Write:

EVANS SPECIALTY CO., INC.
403 N. Munford St. Richmond 20, Virginia

with or without handset (for completely private conversation). New features include visual busy signal, individual locking-type push-buttons for station selection, illuminated on-off volume control, plug-in cable connections, and a balanced line wiring system which reduces the cost of installation but prevents cross-talk. Amplicall communication systems are available for the use of up to 24 master stations, permitting as many as 12 conversations to be carried on simultaneously. Versatile combinations of master stations and sub-stations (styled to harmonize with the master units) are available to meet specialized needs of offices, plants and institutions, both for communication within departments and between departments. Complete details from above address.

VOICE-REPORTING MASK

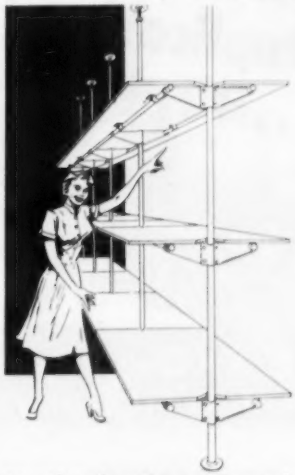
Talk, Inc., 11 West 42nd St., New York 36, N. Y., makes the Stenomask for voice or verbatim reporting or taking dictation. The Stenomask is a soundproofed microphone with a start-stop button and is used with a standard dictating machine. It weighs less than a pound and

is held against the lower part of the face when in use. Anyone can learn to use it to record dictation, conferences, speeches, etc. No training or special knowledge, as of shorthand, is necessary. The recorded material can be accurately transcribed by any typist since no symbols are used. The method is silent and

does not disturb dictator or speaker. The dictator can use the Stenomask for recording notes or dictating in noisy locations. The device has been adopted by all branches of the Armed forces for reporting courts martial and boards of inquiry, and is widely used by court reporters, etc. Full information from above address.

SHELVING

Walter Haertel Co., 2840 Fourth Ave., S., Minneapolis 8, Minn., has developed Adjusto-Deck shelving which allows storing items to the ceiling. The shelving is easily adaptable, and can be set at almost any interval and at almost unlimited depths. Its construction allows floor to ceiling installation. Component parts, which consist of vertical piping and adjustable brackets, are easily installed with normal tools without pipe threading or bolting. A flange sets on the floor into which a pipe is inserted. A similar flange is set on the top of the pipe and adjusts to fit tightly against the ceiling. Although this installation can be used permanently, the flanges are not fastened so it is easy to dismantle and



move to other locations. Plywood shelving is fastened to the pipes. Pipe and shelving can be purchased locally, sav-

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Autographs®
"Simplify Assets Evaluation"
say COMPTROLLERS and ACCOUNTANTS

"We're interested in records . . . accurate records that simplify depreciation of equipment for tax, insurance and accounting purposes. These attractive, easy-to-read tags, eliminate reporting errors. To say that they've paid for themselves is an understatement."

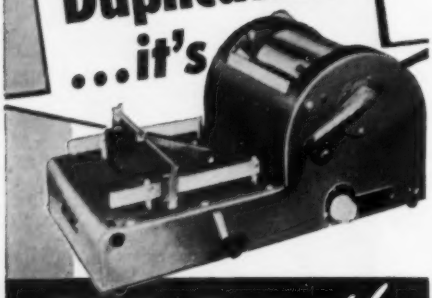
SOLVENT-ACTIVATED ADHESIVE BACKING
(No Screws, Tacks or Tools)
THEY Stick!

"SERIALLY NUMBERED AUTOGRAPHS" are produced from lustrous .016" Satin Aluminum. They're much more durable than foil or paper labels . . . more impressive and easier to mount than conventional "tags." Mount them in seconds on both smooth and crackle finish surfaces. Simply brush solvent on the adhesive backing and press into place with your fingertips. You'll like the legible black numbers and colorfully lithographed copy.

WRITE TODAY for samples and FREE booklet, "HOW TO PERFECT PROPERTY CONTROL."

METALcraft INC.
MASON CITY, IOWA, U. S. A.

For CLEAN Duplication ...it's



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FLUID DUPLIGATORS

GUARANTEED PERFORMANCE!

12 Precision-built Models to choose from
. . . $95 to $910 Plus Tax

PLUS a Complete Line of Quality Supplies!

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REX-O-graph, inc.

7844 W. Hicks St., Milwaukee 14, Wis.

Please send me illustrated folders and complete information on REX-O-graph Fluid Duplicators and the name of my REX-O-graph Dealer.

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CITY & STATE .....

ing freight costs. Shelf depths range from 24" to 96" in widths from 48" to 96". Can be easily custom-built to suit almost any requirement. The finished installation, although simple, is rugged and has been used to store very heavy loads. The uprights, being only 1½" with one at each end of the shelf, make the room appear free and open. Full information from above address.

WATERCOOLERS

Cordley & Hayes, 443 Fourth Ave., New York 16, N. Y., makes electric watercoolers with triple-effect cooling systems. Capacities of individual models have been increased up to 30%. They have dual hand and foot controls, and thermostatic protection for the storage system as well as thermostatic control of drinking water temperature. Of the

seven models, five are air cooled and two water cooled. Capacities range from 5 to 27 gals. per hour. In the triple-effect cooling system, water is precooled, flashed cooled and then chilled in storage. In the precooling phase, incoming or tap water is chilled by the cold water that spills down the cooler's drain. Because triple-effect cooling is the most efficient method of heat transfer, power requirements are at a minimum. An adjustable thermostat controls the temperature of

the drinking water over a 10-degree range. An extra pre-set and non-adjustable thermostat protects against mechanical failure that might cause freeze-up in the storage tank. Additional information from above address.

ADDING MACHINE

Burroughs Corp., Detroit 32, Mich., is making Burroughs 10-Key Adding Machines in four pastel shades: amber gray, Alpine blue, sea mist green and Capri coral. All are newly created pastels that harmonize with the base of the machine which is painted in the Sunland beige shade. Keytops and platen twirler also have been color-styled on the new models. In selecting the new pastels, Burroughs started with 25 different colors. By the process of elimination and considering the major factors of eyestrain, fatigue and functionalism, the field was narrowed down to those colors women like most. From this color group the

Puts Push in the office!

A PB MailOpener, we mean! Mail opened and distributed by 9 a.m. gets your business day off to a fast start . . . And nothing opens mail faster or more efficiently than a MailOpener!

This new electric Model, for instance, opens *all* the morning mail in a few minutes—bulky envelopes, as well as regular letters . . . trims off a hairline edge as fast as you feed it . . . Quiet, durable, built with PB precision . . . Ask the nearest PB office to show you the MailOpeners, hand or electric models for every office, large or small. Or write for free illustrated folder! . . .

PITNEY-BOWES, Inc. 3451 Walnut St., Stamford, Conn. . . .

Originators of the postage meter, offices in 94 cities in U.S. & Canada.

PITNEY-BOWES

PB MAILOPENER

FREE: *Handy desk or wall chart of new Postal Rates for all classes of mail, and parcel post zone map for any locality.*

NOW!

Quickly, Easily, Effectively Destroy confidential papers, records in your own office!

NEW SHREDMASTER

Bantam 10

portable shredding machine designed especially for office use! Quiet, compact, streamlined!

Never before an office shredding machine combining the speed and economy of the new SHREDMASTER BANTAM 10. Anyone can operate it. No fuss, no trouble! Greater cutting width, speed, capacity, and power than ever before! Safety throat! Smart functional design, about size and weight of business typewriter.

Priced well within the budget of all businesses - large or small.

FREE: Colorful, illustrated, descriptive folder, includes 10 DAY FREE TRIAL details. Write "SHREDMASTER BANTAM 10" on your letterhead or postcard, and mail today to:

UNREADABLE SHREDS COME OUT HERE

The SHREDMASTER Corporation

A Division of Self Winding Clock Company, Inc.

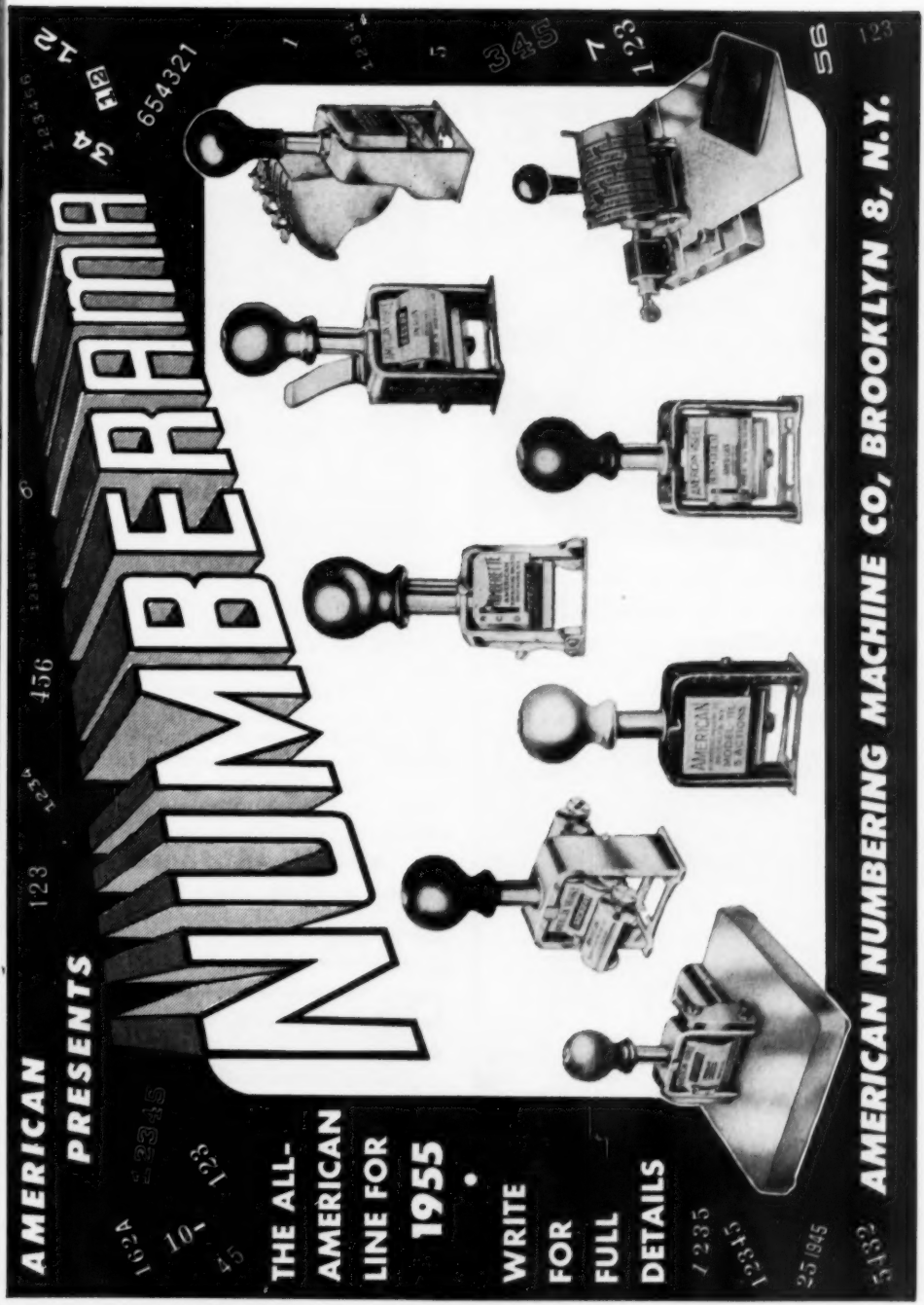
203 Willoughby Avenue
Brooklyn 5, N. Y.

pastels were developed. Each machine features a two-tone finish. The die-cast aluminum cases are electrostatically painted and then baked by a special process resulting in a non-glare finish retaining all of the color values and long wearing qualities. The machines have a low silhouette that provides maximum operating comfort. The span of a hand easily covers the adding keys and all electrically operated control keys as well. Exceptionally quiet when in operation, the keys and controls are positioned to the operator's fingers. Machine weighs only 16 lbs., is 13″ long, 8¼″ wide and 7″ high.

OFFSET LIGHT TABLE

NuArc Co., Dept. OF-200, 824 S. Western Ave., Chicago 12, makes a Light Table with Developing Table Top for opaquing, stripping, layout, checking and finishing offset plates. The Light Table is available in two popular sizes. The LT-23 floor model with the DT-26 Developing Table Top measures 25″ x 30″ plus a 23″ x 23″ extension table at right side.

Developing Table Top is secured to table and is hinged to permit raising and lowering. The portable model LT-18 with DT-20 Developing Table Top measures 18″ x 20″. Both models equipped with machined and calibrated straight edges. Additional information in Bulletin No. 230, from above address.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PRESENTS
NUMBERAMA
THE ALL-AMERICAN LINE FOR 1955
WRITE FOR FULL DETAILS
AMERICAN NUMBERING MACHINE CO, BROOKLYN 8, N.Y.

CHAIRS

Milwaukee Metal Furniture Co., 101 N. Campbell Ave., Chicago 12, Ill., makes the M-1000 FBL Chair with back-swept legs which prevent the scuffing of walls by the chair's back. In addition to the

arm chair illustrated, there is also available a side chair with spring seat and a side chair with padded seat. This swept-back group is recommended for use in lobbies, reception rooms and other locations where chairs come in contact with walls. Complete information from above address.

BINDER LABEL HOLDER

Office Products, Inc., 9920 Freeland Ave., Detroit 27, Mich., makes label holders, for ring binders, of smooth finished, durable metal with a celluloid window to

protect the label insert. These label holders have spring clasps which fasten them to the binder and make for neat appearance. Made for 1", 1½" and 2" ring books at 25c, 30c and 35c each, respectively.

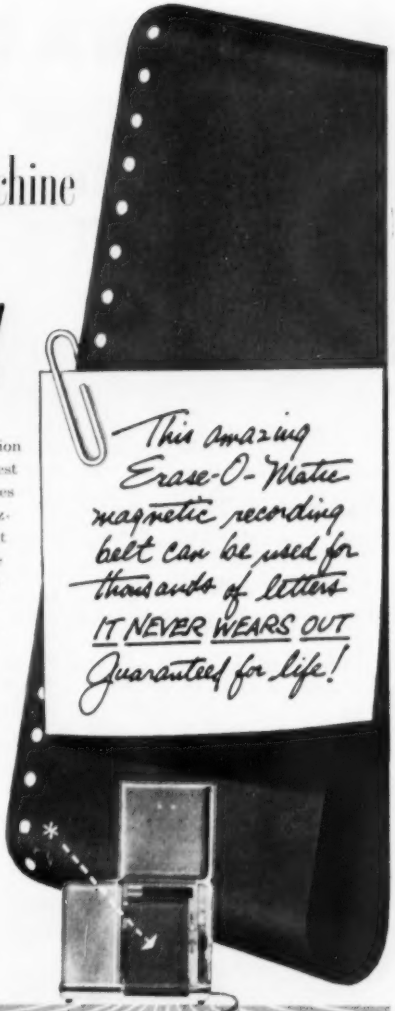
A revolutionary new

HIGH FIDELITY

Dictation-Transcription Machine

by COMPTOMETER

Pays for itself!



Comptometer announces a revolutionary new dictation machine that pays-for-itself as you enjoy years of the finest high fidelity, magnetic dictation. Now dictation becomes as easy and natural as talking to your secretary. The amazing lifetime guaranteed magnetic Erase-O-Matic belt can be used thousands of times over again. No expensive discs, cylinders or records to continually buy, ever. The letters you dictate are so error-free . . . so easy to understand, because of the high fidelity voice reproduction, it makes *any* typist a secretary. Here truly, is America's finest machine with savings that now bring dictation within the means of every business. Mail coupon for complete information on this compact electronic achievement by Comptometer

ft — Another quality product by Felt and Tarrant Mfg. Co., makers of World Famous Comptometer, Adding-Calculating machines since 1886

Outstanding Features . . .

- ERROR FREE DICTATION
- HIGH FIDELITY RECORDING
- DUAL SPEAKERS
- PORTABLE
- SMALL—COMPACT

with matchless **SIMPLICITY** of operation

Comptometer DICTATION—TRANSCRIPTION MACHINE

COMPTOMETER Dictation Division
Felt & Tarrant Mfg. Co., 1715 N. Marshfield St., Chicago 22, Ill.

Gentlemen: We are interested in the Comptometer Office Dictation-Transcription Machine with the Lifetime Guaranteed Erase-O-Matic Recording Belt. Without cost or obligation:

☐ Please send Complete Information ☐ Arrange for a Demonstration ☐ Arrange for a Free Office Trial

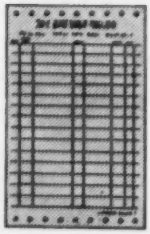
Name _____ Title _____

Company _____

Address _____

City _____ County _____ State _____

REPLIMAT



2-PURPOSE PAPER PLATE

FOR

1. DIAZO DUPLICATING
2. MULTILITH DUPLICATING

Make as many clear, sharp copies as you like from this transparent pre-printed Replimat master on your Diazo (Bruning or Ozalid) equipment. Then you may file it away for future use. No cleaning of ink, gumming or drying necessary. The Replimat paper plate remains perfectly clean and dry.

Later, fill-ins may be erased and changed whenever you're ready for the final run on your Multilith. There's no need to run the master plate twice on the Multilith, with its attendant messiness, danger of blindness and spoilage.

SEND FOR FREE SAMPLES OF REPLIMAT MASTERS TODAY

We guarantee to reduce your costs.

The Replimat 2-Purpose Paper Plate is the heart of the Replimat One-Write System. Ideal for sales order forms for food, grocery, liquor and package goods; inventory, replacement, spare-parts, export and import forms, etc. We also produce marginally punched continuous forms, Teletype rolls and all business forms. We will design an operating system to suit your needs. Call for representative now!

REPLICA PRODUCTS CORPORATION
Manufacturers of Office Duplicating Supplies
154 NASSAU STREET NEW YORK 38, N. Y.

DESKS

Western Mfg. Co., Aurora, Ill., are adding two new plastic desk tops to the Wesco Economaire desk line. Available in the Economaire DeLuxe single and double pedestals, the top is formed in

high pressure laminated plastic. It presents a high resistance to heat and is not affected by solutions that would ruin some desk tops. Non-porous, it never needs painting or refinishing. It is very hard and almost indestructible in normal use.

TABULATING CARD INDEXER

Wassell Organization, Westport, Conn., makes Self-Guide, a simple device for automatically indexing tabulating cards.

It eliminates pulling indexes before the cards are put through the machine and replacing them afterwards, because the

Brand New Features

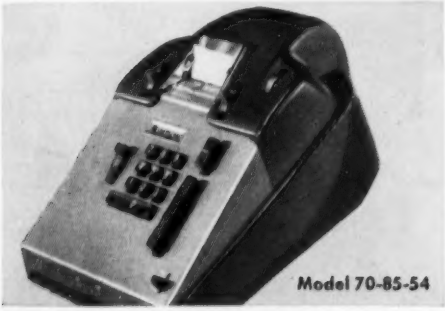
in America's Finest Business Machines

McCASKEY-VICTOR CASH REGISTER

offers compact department key arrangement for added control benefits

Saves endless hours of work, thanks to new keyboard designed for today's needs. Four designating letter keys, meets sales and excise tax needs, charge, received on account, paid out amounts, and more . . . high-efficiency adding machine as well.

Model X-61



Model 70-85-54

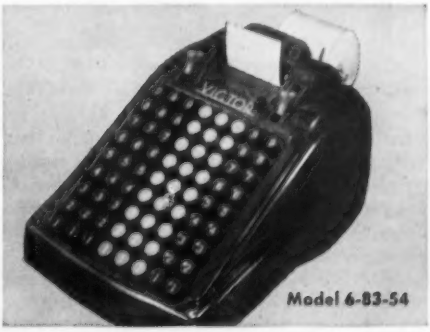
VICTOR SELECT-O-MATIC ADDING MACHINE gives you totals, subtotals automatically

Great new Victor Select-O-Matic adding machine offers new ease, new speed of operation. Take both totals and subtotals from add bar automatically, or use regular dual total key, or interchange both methods. Quiet operation and True-Touch keys. Ten-key or full keyboard.

VICTOR EXECUTIVE MODEL

features direct subtraction and automatic credit balance

Gives full-duty service. Full flexible keyboard. Adds, subtracts, lists, multiplies. Automatic credit balance. The Victor Executive adding machine has total, subtotal, repeat, error and subtract keys. Electrically operated.



Model 6-83-54

Write today for free trial of any of these famous machines. Dealer franchises available.

VICTOR ADDING MACHINE CO. Chicago 18, Illinois

In Canada, McCaskey Systems, Ltd., Galt, Ontario

Manufacturers of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment, Electri-Cars

indexes themselves are regular tabulating cards. The cards, except those that serve as indices, are notched at the base. Present filing equipment can be equipped with twin rails which allow the corner-cut cards to rest on the notches and cause the indexes to rise ¼". When writing for information about rail and cutters, state name and model number of machines.

HAND PRINTING PRESSES

Sigwalt Mfg. Co., 2011 N. Lawndale Ave., Chicago 47, Ill., makes Sigwalt manual printing presses for printing business cards, letterheads, menus, labels, price tags, envelopes, statements, tickets, and other printed items. Available in a

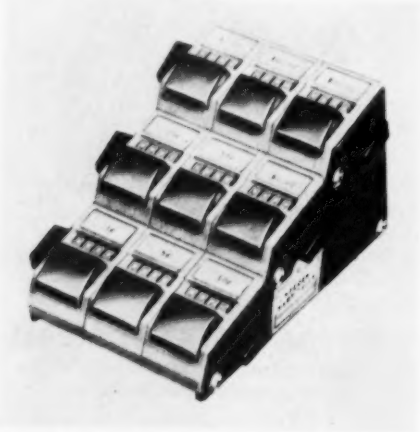
variety of sizes in single and double roller models priced from $19.95 to $155.95, Sigwalt presses come complete with accessory equipment such as metal type fonts, type job sticks, type tweezers, ink, wood furniture and instruction booklets. Rubber type kits for printing on plastic and metal surfaces are also available. Smaller models are constructed with chases which print areas of 2¼" x 4". Larger presses have chases which print areas up to 6" x 9". Sigwalt Presses are easily operated by hand levers. Construction permits the operator to go through the make ready process in a matter of minutes to attain excellent results.

PARTITIONS

Arnot Jamestown Div., Aetna Steel Products Corp., Jamestown, N. Y., has added a new color, tantone, to the stock paint finishes available in the Arnot Jamestown Partition-ette and Office-ette line. Partition-ettes were previously available in mist green and silver gray metal, and natural walnut and white oak woods.

COUNTING UNITS

Veeder-Root, Inc., Hartford 2, Conn., makes multiple unit, reset Vary-Tally counters compactly arranged on portable stands up to 6" high and 12" wide with as many as 72 individual Vary-Tally units. Fingertip pressure on the front lever of a unit registers each count from one to 9999. One turn of the reset knob returns all counters in any tier to zero.

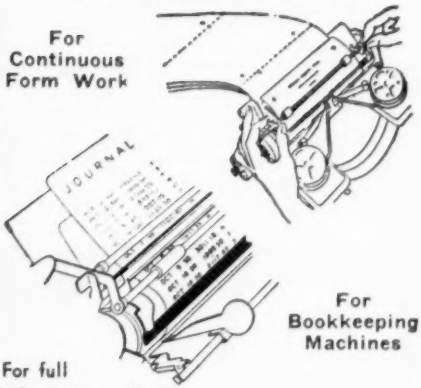


Immediately over the reading lines are panels for inserting descriptive labels such as sizes, colors, denominations or names of the kinds of things being counted. Ruggedly constructed for long wear, units can be rearranged in the stand to equalize wear throughout the entire bank. All parts are corrosion resistant with internal parts of hardened steel. Easily readable, even from an angle. Fingers do not hide the figures during operation. Used to record orders by manufacturers, wholesalers and dis-

Dupli-Typer Ribbon Attachments Make INKED Copies

Increase Production—Reduce Costs

For Continuous Form Work



For Bookkeeping Machines

For full information write:

DUPLI-TYPER CO.

456 Fourth Avenue, New York 16, N. Y.

INCREASE EFFICIENCY

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New Stenographic Posture Swivel

See your dealer or write direct.

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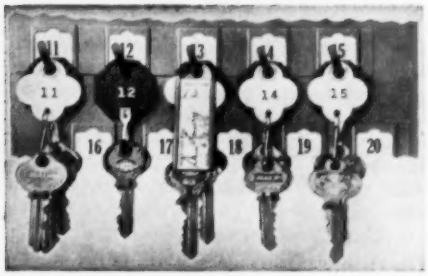
PRECISION MFG. CO. 831 Chicago Ave. Evanston, Ill.



a key file alone, for instance . . .

wouldn't give you effective key control. But a really "complete" TelKee System would, because only TelKee assures absolute control over all keys all of the time. It's convenient, profitable, easy to set up and operate. For full details, send for our FREE catalog No. O-18 today.

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☐ Literature

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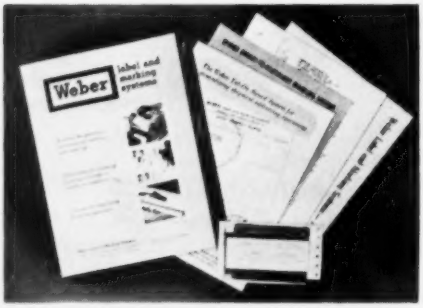
COMPANY
ADDRESS

4-55

tributors, restaurants, etc., and for blood counts, traffic counts, etc. Complete information and literature from above address.

ADDRESSING DATA

Weber Label & Marking Systems, Dept. 8-D, Mt. Prospect, Ill., offers a free File-Folder Kit of descriptive literature on various systems for modernizing shipment addressing and marking operations, and simplifying shipping paperwork. Intended as a reference file rather than a catalog of products, the kit describes and illustrates methods and techniques



for addressing or marking product identification information directly on shipping containers; printing and addressing or marking shipping labels; addressing or marking tags. Systems for integrating the preparation of shipping paperwork with the actual addressing operation are also explained. The kit also contains actual product samples for examination and trial. Write above address for the free kit.

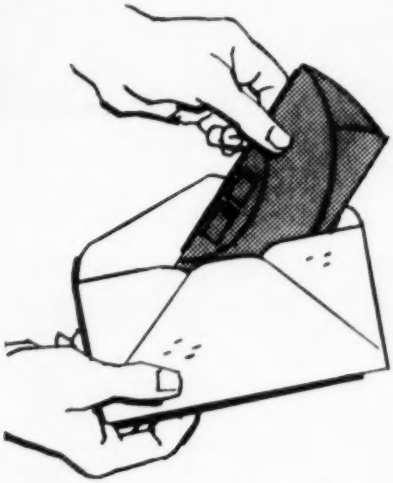
SAFES

Meilink Steel Safe Co., 1672 Oakwood Ave., Toledo 6, Ohio, offers a new 8-page illustrated catalog on their Class "B" Single Door Safes. It lists construction information along with specification and dimension data on five models of the 2-hour insulated safes. All the new models carry the 2-hour label of Underwriters' Laboratories and Safe Manufacturers National Assn. They offer almost unlimited interior arrangements of

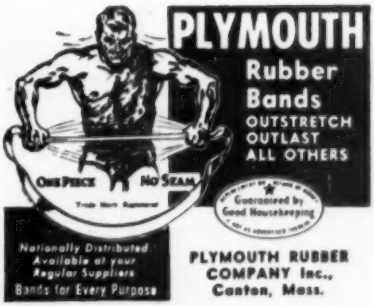
shelves, partitions and drawers. All are insulated with Meilink's exclusive Thermo-Cel insulation that not only gives great heat resistance but adds greatly to the strength and rigidity of the safe. Write above address for a free copy of the catalog.

MAILABLE DICTATION DISC

Magnetic Recording Industries, 11 East 16th St., New York 3, N. Y., makes the Travel-Disc for dictation in the field. This recording medium can be folded and mailed (or airmailed) in a standard envelope and is reusable over and over again without any reprocessing. Made of indestructible plastic, the Travel-Disc is



pre-grooved for perfect automatic reproduction and will facilitate correspondence for men in the field who can dictate their reports in cars, trains, planes and hotels. Upon completion of dictation, the disc is folded twice and mailed to the home office without the need for special envelopes or inserts. With patents pending, the Travel-Disc becomes another accessory for the Voice-Master line of magnetic disc dictation equipment and is especially designed for use with the Streamliner portable dictating unit priced at $165.



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POSTING TRAYS AND STANDS

Tray models for sheet sizes from 7" x 11" to 12" x 12". Stands available in skeleton, fully enclosed or with Filing Drawer.

PORTA-MATIC POSTING TRAYS

Porta-Matic Trays available in 12", 14¾", 18" and 23¾" lengths and ten widths from 5" to 17". Lightweight -- portable.

REGISTER FORM TRAYS

Five sizes for all standard register and sales book forms.

POSTING BOX

For payroll and other records. Will accommodate sheet sizes up to 9"x11" and 12" x 12".

For prices and descriptive literature, write

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1026 Niagara St.
Buffalo 13, N. Y.

Canadian Associate: PRESTON-NOELTING, LTD.
Stratford, Ontario

UTILITY CASE

Barclay Industries Corp., 1301 W. Clearfield St., Philadelphia 32, Pa., makes the Utilicase which can be used by itself as a briefcase or several Utilicases can

be used inside a briefcase or diplomat case to organize papers. In the latter instance, only those papers desired in their own individual Utilicase need be

Ideas 18 ways

to reduce administrative and office costs

Here is a series of eighteen 4 page digests of concentrated information on Work Simplification, Human Engineering, Time and Energy Conservation, Information and Fact Finding, Selling Ideas, Reducing the Cost of Space, Purchasing Office Items, Filing, and Mailing. Because we want to demonstrate to the readers of THE OFFICE the value of our services, we are offering, UNTIL MAY 15th ONLY, these 18 reports for $12.00 plus postage—less than half their regular price. Enclose your check and we will pay the postage. We make this very special offer because we know that it is our best way of demonstrating the value of a brand new series of reports which shall be soon announced.

Gordon L. Mattson & Associates
105 West Monroe Street
Chicago 3, Illinois

taken and carried while the briefcase is left at the office or hotel. Utilicases are made of heavy gauge plastic with a plastic slide fastener which operates smoothly. They are very light, flat and flexible; come in letter (14" x 11") and legal (16" x 11") sizes, dustproof and waterproof, in a variety of colors. The letter size is $2; legal size is $2.25. Special sizes and colors can be made. Utilicases can be personalized with a gold marking pen. Literature from above address.

INTERCOM

Inter-Communication System of America, 1112 S. Wabash Ave., Chicago 5, Ill., makes the low cost Flash-A-Call intercom system with which the master station can talk to from 1 to 10 remote stations. The person at a remote station can answer without touching, or being near, his station. Remote stations can originate calls to the master station. Master station is equipped with Silent Position which allows cutting out outside noises from remote stations. Voice is heard loud and

clear even if stations are up to 2000 ft. apart. Simple to install, operates on one 110-125 volt AC outlet. Master station is 11⅝" x 8" x 5⅞"; remote station, 7⅜" x 7¼" x 4⅜". Illustrated literature from above address.

TRANSPARENT FLAT SCALES

C-Thru Ruler Co., 827 Windsor St., Hartford, Conn., makes flat, transparent plastic Engineering and Architects' Scalemasters. For the first time, the

the exciting NEW

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portable typewriter

Product of Western Germany

- keyset tabulation
- cast aluminum frame
- left and right carriage release
- ½ spacing
- left hand variable spacing
- two color ribbon
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- choice of color and type face
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from 99.50 plus F.E.T.

Featuring standard and 13" Carriage BUSINESS-RITER

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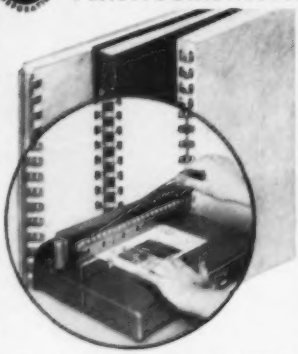
GBC METAL LOOSE LEAF and PLASTIC BINDING...



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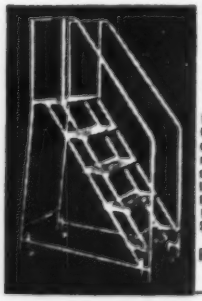

COTTERMAN TUBULAR WELDED STEEL SAFETY LADDERS
For Filing Rooms, Stock Rooms, Vaults.
Strong—Easy to Move, Easy to Climb.
Mounted on Swivel Brake Casters which allow the ladder to be rolled freely when no one is on it. When you step on the ladder the rubber cushioned legs rest on the floor and prevent rolling. Made in 7 heights—3 widths. Send for Circular 53-O and prices.
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engineer or architect can use a flat scale, embodying many multiple scales, and yet exposing all of them at one time. No squinting or searching, no twisting or turning is necessary. The proper scale is always in full view, ready to be used at a moment's notice. Convenient slotted apertures enable the user to scale a drawing with a minimum of trouble. Scalemasters are fabricated of dimensionally stable transparent plastic. The Architects' Scalemaster embodies 14 scales on the one instrument, many more than the triangular type. The Engineering Scalemaster embodies nine full divided scales on one instrument, again many more than the conventional triangular scale. Scalemasters retail at only $1 each. Complete information from above address.

COIN CHANGEMAKER

Klopp Engineering, Inc., 35612 Schoolcraft, Livonia, Mich., makes a coin changemaker for use in conjunction with vending machines. It can be mounted on a wall, counter, or a floor stand is available. Four models are made for making change of quarters (two ways), dimes or nickels; special models dispense tokens. The Klopp Change Maker is 17″ high, 8″ wide and 7″ deep; costs $89.50. Literature from above address.

Amfile

4-WAY SORTER

For sorting all kinds of office papers preparatory to final filing or posting. Can be used in four different ways — one side has alphabetical and daily leaves, the other side, monthly and numerical.

The Sorter is only 4" wide and light-weight, made of hammertone finished aluminum with spring aluminum alloy leaves and rubber feet.

A Desk Rack is available, to affix any Sorter to a desk.

STYLE	SIZE	LENGTH	WEIGHT
L-31	Letters	28"	24 oz.
C-31	Cards, Checks	25"	18 oz.
C-21	Checks	16"	12 oz.

If your dealer doesn't have the Amfile Sorter in stock, send his name and we'll see that you are supplied promptly.

Write for illustrated circular

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New Exclusive "Moisture Control"
The only moistener guaranteed to roll an even coat of water on the surface each and every time.

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is still using carbon paper,

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SPEED-SPACER
A Fully Automatic Copyholder

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Compare for Convenience, Cost and Construction with ANY copyholder on the market!

Every typist can do better work with her own copyholder. Speed-Spacer is fully and accurately adjustable for automatic spacing from zero to ½". It takes steno books and sheets up to 9" x 12". Made of heavy gauge steel for years of trouble-free service. No installation required. See it at your dealer or write to SPEED-SPACER CO., 321 Greenwich St., New York 13, N. Y.

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Cleans type *CLEANER!* Handy dauber whisks away dirt and goo in seconds! Non-inflammable, absolutely safe; slow-evaporating, hence economical. Look for the smart new orange-and-blue carton on your dealer's shelves.

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60¢ at all stationers and typewriter dealers

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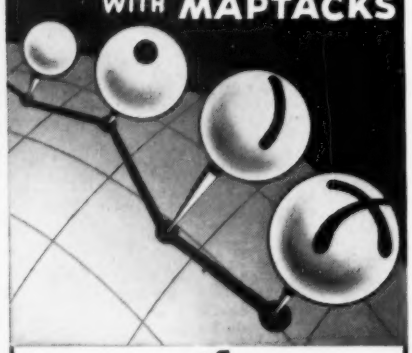

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SEE YOUR OFFICE SUPPLY DEALER

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SLASH MASKING and SET UP TIME

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BASE LINE MASKING SHEET!

Try 5 Sample Sheets FREE!

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NOW mask negatives in two minutes, pre-setting the plate image within ⅛" of correct position! It's easy with the precision-ruled BASE LINE MASKING SHEET! Slashes press set-up time, boosts output, cuts costs! Hundreds of users, coast to coast. WRITE for free samples, mentioning make and model press!

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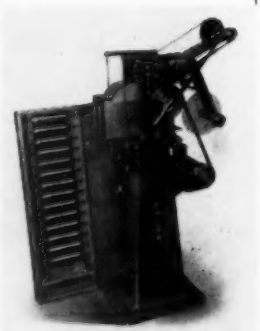

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Manufacturing Information and Formulas Furnished.

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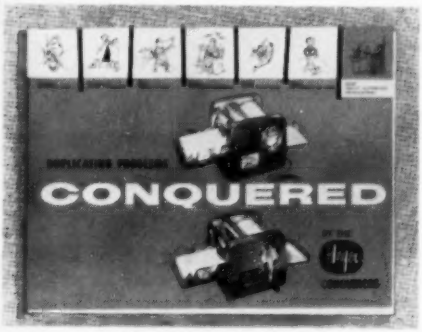
DUPLICATING BOOKLET

Heyer Corp., 1821 S. Kostner Ave., Chicago 23, Ill., provides their dealers a comprehensive, compact selling aid, a handy 9" x 6" booklet titled, "Duplicating Problems Conquered by the Heyer Conquerors." The first section of the



three-color booklet presents Heyer Conqueror Spirit Duplicators, the hand operated Model 70 and the Model 76 Electric with push-button control. The features of the Conquerors are pictured and described: visible fluid tank, fluid control, visible re-set counter, positive rotary feed, adjustable pressure control, and raise and lower control. For the more technically inclined, two pages are devoted to an "inside story" of the machines and Heyer engineered features are clearly explained. Many valuable tips for fine spirit duplicating are included.

TYPE SPECIMENS

H. O. Bullard, Inc., 150 Varick St., New York 13, N. Y., have published "Bullard's Alphabets," a 536-page loose leaf book showing over 2200 type fonts from 4 pt. to 144 pt. and 50 photo-lettering styles. Each body face appears in a complete alphabet and a specimen paragraph. Display faces show all the caps and lower case characters. A handy typewriter gauge appears on each page for casting copy. The 12" x 9" pages can be removed from the 7-ring binder for tracing. Book costs $35. A 16-page descriptive booklet showing sample pages is free from above address.

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Biltmore Hotel — Los Angeles

Daily 10 A.M. to 10 P.M. — *April 12 to 15 inc.*

On Display and Demonstrated Will Be
the newest and latest in business methods and equipment
Sponsored by the Los Angeles Chapter

NATIONAL ASSOCIATION OF COST ACCOUNTANTS

For your personal invitation
See your Business Equipment Representative — No Charge

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The Read-A-File Cabinet is a protective file that keeps stencils and plates wrinkle-free. It permits full-length inspection and quick access to any one of up to 400 stencils or 200 plates. The hanger unit, with 50 clips, rides on ball bearings. Each clip is on its own rod and can be removed without disturbing the others. It's new and different.

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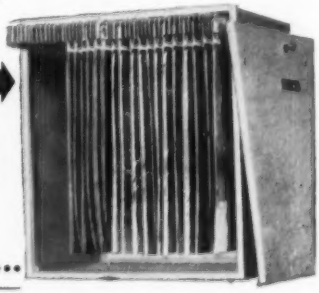

NEWS of the Office

Los Angeles Business Show

"Progress and Service" is the motto chosen for the 8th Annual Southern California Business Show at the Biltmore Hotel, Los Angeles, April 12-15, it was announced by the Los Angeles Chapter, National Assn. of Cost Accountants, sponsors of the show. This motto was chosen because it signifies the purpose of the show and describes the outstanding accomplishments of the office machine and equipment industry. This year's show will again display a comprehensive exposition of the newest and latest in business methods and equipment. With the Los Angeles area now ranking third in the nation in manufacturing, it is recognized that the business machine industry has been a major contributor to the growth and prosperity of the region. All previous records for space reservations by exhibitors have been broken for the 1955 show. NACA's annual show has attracted crowds in excess of 30,000. Visitors come from all parts of Southern California from San Diego to Bakersfield and Santa Barbara. More than 40 firms have reserved space in the show and will display the most modern and comprehensive improvements, not only in office machines, but in methods and procedures. This year's show will feature a greater variety of high speed and electronic devices to increase human output and efficiency in the modern office. On display will be equipment which is brand new and which has never before been on exhibit anywhere.

Marie Engen, Queen of the 1955 Southern California Business Show, is secretary to E. D. Mallek, vice president, Citizens National Trust & Savings Bank, Los Angeles.

R.R. Systems Conference

The annual meeting of the Railway Systems & Procedures Assn. will be held at the Morrison Hotel, Chicago, April 12-14. Most of the program will be devoted to electronic computers, magnetic memories, and integrated data processing equipment and systems. Some present railroad installations will be described as will new electronic equipment of this type.

Handwriting Foundation

Formation of Handwriting Foundation, Inc., a non-profit organization to promote a greater interest in handwriting, was announced by Frank L. King, executive secretary. President of the group is Albert G. Frost, chairman of the board, Esterbrook Pen Co. Purpose of the foundation is to encourage a greater awareness of handwriting by parents, students

neenah

fine rag boxed typewriter papers for

prestige . . . strength . . . permanence

The brilliant blue-white of a fine rag paper by Neenah lends prestige to your reports, letters, agreements, surveys and important records. Neenah papers are tub-sized and air-dried for a more luxurious typing surface. Their long cotton fibers withstand repeated handling and time. For the finest in boxed typewriter papers, ask your stationer for Neenah.

Neenah is America's most complete line of fine business papers.

Neenah TYPEWRITER PAPERS

Old Council Tree Bond	**100% rag**
Success Bond	**75% rag**
Chieftain Bond	**50% rag**
Neenah Bond	**25% rag**
Old Council Tree Onionskin	**100% rag**
Success Onionskin	**75% rag**
Neenah Onionskin	**25% rag**

Finishes—bond and cockle
Weights—substance 7, 9, 13, 16, 20 and 24
Sizes—8½ x 11; 8½ x 13; 8½ x 14
Neenah is also available ream wrapped.

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and the public, and to emphasize the im-

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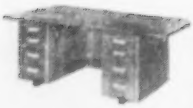

Executive Desk

No. 134

Secretarial Desk

No. 100-1

Standard Executive Desk
(companion of No. 100-3)

No. 114-1

Secretarial Space Saver Desk

No. 101-1

Standard Series Table

Craftsmanship

THE SUPERBLY DESIGNED

STANDARD SERIES

No. 100-3
Standard Executive Desk

No. 105

Salesman's Desk

No. 100-2

Standard Executive Desk
(companion of No. 100-3)

No. 112

Interviewers Desk

the all-America line of office furniture

- quality
- beauty
- design
- value

Write for the new Executive Furniture Catalog showing the complete line.

EXECUTIVE FURNITURE COMPANY

EXECUTIVE
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and the public, and to emphasize the importance of handwriting in business with particular regard to legibility for efficiency and economy. A membership drive will enlist support of educators and businessmen. The foundation's offices are at 1426 G St., N.W., Washington 5, D. C.

Personnel Testing Institute

The 13th Personnel Testing Institute, sponsored by the Personnel Testing Laboratory of Rensselaer Polytechnic Institute, will be held in Troy, N. Y., May 16-20. The program, in charge of H. N. Chamberlain, director, will include analysis of ability, self-analysis and supervisory-analysis appraisal techniques, interview and personal history appraisal techniques, statistical techniques for reliability and validity, and personnel appraisal techniques for selection, placement and development.

Delmarva Business Show

The first annual office equipment show to be held by the Delaware-Maryland-Virginia Chapter of National Office Management Assn. is scheduled for the Salisbury Armory, Salisbury, Md., April 21-23. Details from Ross Powell, Wayne Pump Co., Mill St., Salisbury, Md.

Building Sanitation Show

I. Edward Brown, Inc., 440 Canal St., New York 13, will hold a trade show and seminar devoted exclusively to cutting costs and increasing efficiency in building sanitation at the Hotel New Yorker, April 13-14. There will be over 50 exhibits of sanitary supplies. Theme of the show will be "Save on 96% of Cleaning Costs-Labor." Free admission cards can be obtained from above address.

NRMC Vice President

The election of Alan G. Negus as a vice president of National Records Management Council was announced by Robert A. Shiff, president. Mr. Negus will be in charge of west coast operations.

Miss OMAC Seminar of 1955 (Roberta Buffett) and Miss OMAC Business Show of 1955 (Lorraine Elliott) with A. B. Dick III, president, A. B. Dick Co., Chicago

Attendance High at OMAC Show

Attendance at the 13th annual Business Show, sponsored by the Office Management Association of Chicago at the Conrad Hilton Hotel, appears to have set a new record. At the close of the second day of the show, attendance was about 20% ahead of last year. At this rate a new attendance record will be established, to break the previous high of 40,000 in 1953. The increased interest in this year's show was attributed to three factors: (1) The new design, color, comfort, convenience, speed, accuracy, and economy of the machines, furniture, and other equipment being manufactured today. (2) An increase of 15% in the number of exhibitors. For the first time many exhibitors, who could not be accommodated in the expanded exhibition hall, took space on the fifth floor when it was made available to them. (3) Business is beginning to realize that the use of automation will increase productivity and efficiency without impairing employee relations.

Electronic Courses

Arvid W. Jacobson, director of the Computation Laboratory of Wayne University, 4841 Cass Ave., Detroit 1, Mich.,

TRY THE NEW CLIPLESS PAPER FASTENER
$4.95 RETAIL
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All you do is punch down firmly and — PRESTO — papers are securely held together. Pays for itself rapidly.
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NEW ADDRESS:
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announced four summer courses covering electronic computers, business and engineering applications; automatic data processing; mathematical programming of management problems; numerical methods and advanced programming techniques. The one-week courses run from June 6 to July 2. Full information from above address.

Branches' Envelopes

(Continued from page 113)

to be obtained until the annual order is placed the following May for delivery in July. If there is less than a 20% margin, the consumption rate and quantity on hand must be checked again. In an emergency, small quantities of any of these envelopes can be furnished to a district within ten days, but the initial annual order includes enough extra envelopes to minimize the possibility of a district's supply falling to the reorder level before the following May. Unlike certain items that are consumed at highly variable rates, the approximate quantities of envelopes which will be used are not difficult to predict.

All home office handling of these envelopes, all requirements for storage space in the supply department and all shipping costs, have been eliminated. We are availing ourselves of the price break at the 100M level on each envelope. On the other hand, our district offices must stock larger quantities than they have in the past—a minor problem, since the cartons are readily stacked in a minimum of floorspace. Any inconvenience occasioned by having to store the cartons is offset by the fact that the districts no longer need be concerned with requisitioning envelopes from the supply department and handling each shipment as it comes in. The relocating of an office soon after the annual envelope supply has been received would involve wasting (or overprinting) most of the year's supply. Since we can generally anticipate such moves six

they'll try...compare...and buy

the *beautiful* NEW

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ADDING MACHINE

and here's why:

- models with or without direct subtraction available
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- Swedish steel assembly . . . Swiss precision counters
- fully automatic safety keyboard
- ciphers printed automatically
- signals for subtract, multiply, sub-total and total printed
- correction key clears entire keyboard
- lifetime handle construction
- scientifically designed moulded keys
- trouble-free performance . . . minimum maintenance

Sensational! That's the only word to describe the all-new REGNA Adding Machine! Streamlined as the newest cars . . . so low in cost it's a dream-come-true for small business owners. Lets many firms cut expenses and increase production by supplying a machine to every department, to every desk where adding is done. It took REGNA engineers years to develop an adding machine of such supreme quality at such a remarkably low price. It will take your customers only minutes to realize that the new REGNA is their "best adding machine buy"!

IN CANADA: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Montreal, Que., and Business Equipment Machines, 489-8 King St. W., Toronto, Ont.

OUTSIDE CONTINENTAL U.S.: Jorgen S. Lien, Box 507, Bergen, Norway.

REGNA CASH REGISTERS, INC.
175 Fifth Avenue
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Gentlemen:
Please send more information on the new Regna Adding Machine and outline advantages of becoming a Regna Dealer.

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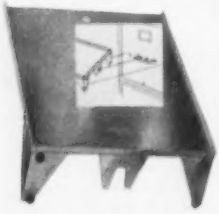
MP Jr. *Streamlined* COIN CHANGER

Here's the famous MP Junior semi-automatic coin changer. Built for fast, accurate and efficient operation, this sturdy machine is used by thousands of banks, savings and loan companies, etc., from coast to coast. Small and lightweight, the MP Junior features the exclusive storage box and top tray—both easily removable. $63.00 plus tax. Other models starting at $11.95.

MP FILE SHELF

"An extra Desk"



Made of sturdy aluminum, the File Shelf makes an "extra desk" on any filing cabinet drawer. The BOSS and stenographers find it ideal for checking correspondence, making notes, filing, etc. Saves time . . . saves space. Approved by office managers throughout America. Only $7.95. One of many aluminum office specialties.

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months or more in advance, reduced quantities may be ordered for any district for which a move during the latter half of the calendar year is contemplated. Our envelope supply system has been enthusiastically received by branch office personnel as well as by those concerned in the home office. We have achieved more efficiency than previously and are realizing substantial dollar savings. This same procedure might be applied to any printed form used by branch offices.

Inside Phone Systems

(Continued from page 69)

mounted on the side), on walls, in alcoves or within cabinets as desired. Telephones are generally lighter in weight, more maneuverable and have a lower average cost. Of course telephones offer the privacy of person-to-person conversation which creates no disturbance to others.

Increasingly important, too, is the code calling service, a system of signals in lights, sound, or both, summoning a party by code instead of by name from any inside telephone. This eliminates the boresome repetition of a name over a loudspeaker and can be used to sum-

The Wheelock Code Call, made by Signal Engineering & Mfg. Co., allows signaling personnel who are not near a phone.

mon a worker wherever he is in office or plant, secretly and quickly. He merely picks up the nearest inside telephone, dials the answer number and is connected with the party calling him.

For the modern office, the telephone conference has become especially valuable. As we noted in the case of a controller, such a conference results in immediate group decisions and helps many companies to speed their entire management operations.

Key calling and executive direct line telephone service are closely related. With key calling, the executive can call those inside telephone stations most frequently contacted, without dialing, by simply depressing a key in a small cabinet located near his phone. As one of these keys is depressed, it rings the called telephone and sounds a buzzer (inside the cabinet) that stops when the called party answers and is ready to reply. If the called party's telephone is busy, a background tone, easily audible but not interfering with his conversation, tells him he is wanted by a key call station. When he hangs up, his telephone is immediately signalled and connected to the key calling line. The executive direct line has all the features of key calling but, in addition, the service permits the executive to use either his inside telephone or an attractive desk model speaker-and-microphone unit.

The emergency alarm service used for fire and air raid drill can be operated from an inside telephone, similarly to code calling. It obviates need for a separate emergency or fire alarm system for the office and offers instant communication. One number, arranged solely for operation of the system, when dialed rings a bell at a watchman's or fire marshal's desk. The latter can then be told the nature and location of the emergency before he sounds the general alarm. He may even decide simply to call the office manager, rather than sound an alarm. The office manager can then act to make sure that

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—with A.W.FABER
ERASERSTIK!

The neatest trick a new Typist or Secretary can learn is the EraserStik habit.

You'll save yourself many bad moments of criticism if you make your erasures with EraserStik—clean and quick, without a ghost showing.

This white-polished beauty is encased in wood and shaped like a pencil. Easily sharpened by penknife or mechanical sharpener. With and without brush.

You'll turn out cleaner letters and win executive approval if you use EraserStik. Get some today.

*For best performance expose rubber point about 3/16".

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PENCIL CO., INC. NEWARK 3, N. J.

Like Romeo goes with Juliet . . .

Write Master

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You need WRITE-MASTER Ribbons to give you clean, crisp, executive-looking letters. Made of fine woven, exceptionally soft cloth, WRITE-MASTER produces beautiful impressions. Lasts longer, too, because each ribbon is two full yards longer than ordinary ribbons.

You need WRITE-MASTER Carbons for clear, sharp, permanent copies. You will appreciate their cleanliness and ease-of-handling.

Be happy. Go modern. Buy WRITE-MASTER.

PEERLESS IMPERIAL CO., Inc.
General Office and Factory:
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N.Y. Office: 13, 110 Franklin St. • Chicago 2, 179 W. Washington St.
Detroit 18, 37 Linden St., River Rouge, Michigan

personnel make their way in an orderly fashion to the exits.

Other auxiliary services are the automatic information announcer and the public address cut-in. The former provides for simple voice recording of any message, then the automatic repetition of that message to any person dialing the proper number. Firms use this service to give employees all necessary daily information. Employees merely dial the information number as soon as they arrive at work or they may hear the announcements at any other convenient time. This service has been the solution to the "bulletin board problem" for these firms. The news is always fresh. Time is saved from writing and posting news items, especially if a number of bulletin boards must be attended daily in large companies.

The public address cut-in extends the convenience of an existing public address system, permitting executives or others to broadcast over the loudspeakers from any inside telephone. It does not provide for a reply directly into the loudspeakers as in the paging telephone. The reply is made by dialing the executive's telephone number.

Automatic Electric Co. engineers exhaustively study the communication problems of each company before making their recommendations. Their study includes a thorough survey of the communication needs of that organization, a comparison of present and future telephone requirements, and an appraisal of operational savings all down the line. Included in the resulting proposal may be certain of the auxiliary services which are peculiarly adaptable to the firm's operations. Every effort is made to discourage extra, unnecessary equipment which either gives no appreciable advantage to the prospective user, or is too costly in relation to its value as a service.

Back in 1941, Revere Copper & Brass Co. had a serious communications problem. The company switchboard was continuously swamped, decisions were

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CAN YOU GET THEM OUT?

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Proven

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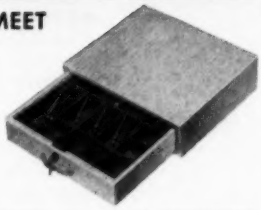
INDIANA UNDER-COUNTER CASH DRAWERS

4 MODELS MEET ALL NEEDS



Model R-1 (illus.) Has removable metal money tray with lock-on lid.

List $44.50

3 additional models $26.50 and up.

NO STOCK TO CARRY. 24 HOUR SHIPMENTS. FULL DEALER DISCOUNT. NO COMPARABLE PRODUCT AVAILABLE.

A high quality product of Indiana hardwoods — smooth finish inside and out. Quiet roller mechanism — warning gong rings when drawer opens. High-grade disc tumbler lock.

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No more clumsy rubber fingers or messy sponges

Easy to apply, SORTKWIK creates a greaseless, stainless, tacky film permitting handling more papers much faster.

Widely used by banks, insurance companies and businesses throughout the country.

Order a supply from your stationer or send for

FREE SAMPLE

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Average 4 months supply

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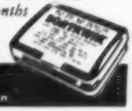
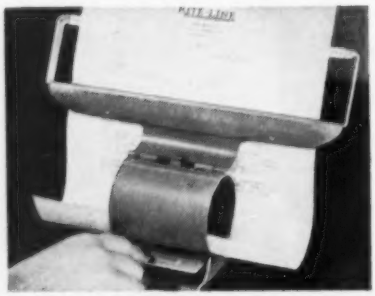


LEE PRODUCTS CO.
2738 Lyndale Ave. S. Minneapolis, Minn.



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Accommodates all widths of copy from a machine tape to 20 inches. Price, including the new Telescopic Eyeguide: **$17.75** TAX EXTRA

FREE TRIAL OFFER. Write, asking us to send you a RITE-LINE Copyholder with the understanding you may return it without charge within ten days.

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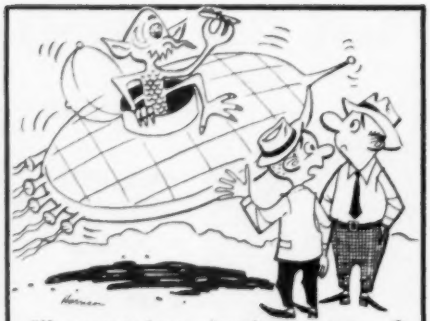

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Eliminate Time and Expense of Addressing, also Chances of Error.

Paycheck "Outlook" Envelopes are absolutely opaque, essential when wages are paid by check. Nothing shows but the employee's name. This improves personnel relations.

Send us check you now use and we will submit sample Paycheck "Outlook" Envelope and prices based on your estimated yearly requirements.

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delayed, and executives and employees alike found themselves snarled up trying to get things done. Cohesiveness and smooth operation between departments was lacking. J. E. Muldoon, treasurer of Revere's New Bedford Division, realized the extent of the problem and summoned their staff engineers to investigate private inside telephone systems.

The initial installation was a system with a maximum provision for 50 telephones. It served well until New Bedford's steady growth called for a greater number of telephones. A 100-line system was installed in 1948, of which 97 lines are in use, each connected to one another through the automatic control unit. A recent note from the company tells us that in one particular day 1,062 calls were made over the system. Mr. Muldoon himself has said: "With urgent calls coming in from all over the country, I have to gather facts quickly. Without my inside telephone, I'd be lost."

Another factor true here and affirmed by thousands of users throughout the country is that, because of the separation of inside and outside calls by the two systems, outside service is vastly improved. Not only is the switchboard jam ended but the telephone operator's job is less burdensome and her fatigue is reduced. Many companies report that turnover of operator personnal has been reduced or eliminated entirely.

Your telephone service is the vital link between every part of the office and every phase of operations. It probably functions well right now, yet it can be improved. The authority to make innovations is entirely yours. You need no approval from your telephone company to establish a dual system. The advantages of greater efficiency day after day, with attendant savings gained from such a move on your part, are well worth consideration. The modern inside telephone system—purchased as a *business machine*—can make a big difference in any office.

1 Numbering Machine

10 Jobs go Faster . . .

FORCE 150

Automatic, all-purpose numbering machine speeds up dozens of everyday jobs in office or plant. (Provides consecutive, duplicate or repeat numbering.) See your dealer or let us send our catalog *"How to Select a Numbering Machine."*

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NEWS of the Industry

Bankers Box President

Folger Fellowes

The board of directors of Bankers Box Co., Chicago, announced the election of Folger Fellowes as president. He succeeds H. L. Fellowes who will remain active in the newly created position of chairman of the board. Folger Fellowes is well qualified for his new duties, having been active in the management of the company for 21 years, except for 39 months' duty in the Army during World War II. He also has been very active in the National Stationery & Office Equipment Assn., having served as general chairman of the 1952 annual convention and is presently vice chairman of the field division.

Bates Executive Vice President

Clarence Edwin Williams

Clarence Edwin Williams has been promoted to the newly created post of executive vice president of Bates Mfg. Co. Formerly assistant works manager, Mr. Williams served three years in the Navy and was discharged with the rank of Lieut. j.g. He is on the finance committee of the Community Chest of the Oranges and Maplewood and is a member of the board of directors of the Bureau of Family Service.

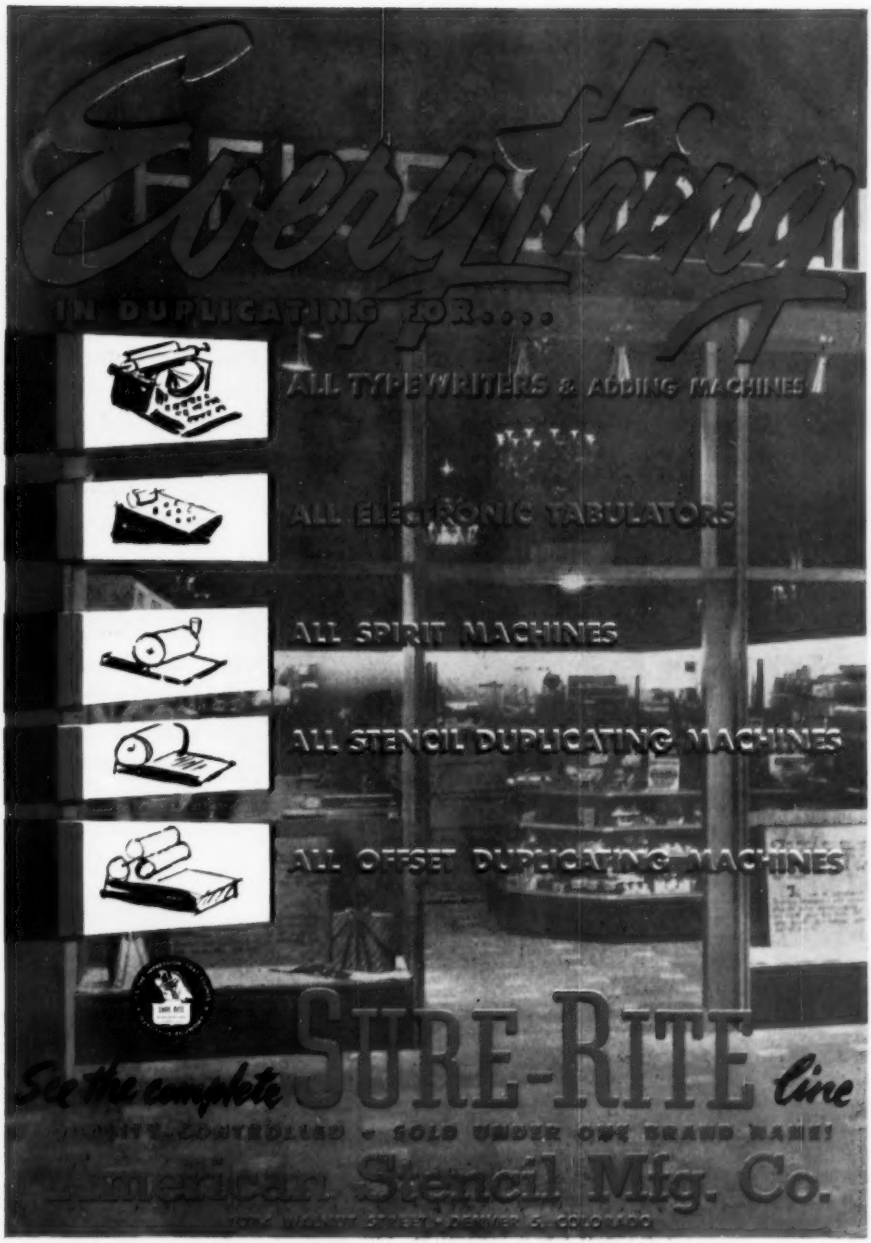
Heads Thomas Collators

George W. Oliver

George W. Oliver has been named president of Thomas Collators, Inc., New York, manufacturers and distributors of mechanical collators. Mr. Oliver joined Thomas Collators in 1949 as sales promotion manager. A year later he became sales manager and in 1953 was appointed vice president and general manager. Thomas Collators distributes mechanical collating equipment on a national basis. The coast-to-coast operation consists of a network of 155 sales and service outlets. Mr. Oliver is the immediate past president of the New York Chapter of National Office Management Assn.

Codo General Manager

The board of directors of the Codo Mfg. Corp. announced appointment of Thomas W. Lenz as vice president and general manager. Mr. Lenz has had a wide background of training and experience. Even prior to his graduation from college in 1948, he demonstrated interest in the carbon paper and ribbon business as an employee of Codo. He began full-time duties in the Pittsburgh sales office. Later, he transferred to the general offices and factory at Coraopolis, Pa., for extensive training in all phases of the firm's operation. Previous to his present appointment, Mr. Lenz carried out the duties of purchasing agent and assistant plant superintendent. His promotion is



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"ACCO-bound Papers are SAFE Papers"

The ACCO Unit System of Filing

—brings all related papers together at the filing desk. Subsequent file matter during the year is perforated with the standard office punch of 2¾" centers, is filed with the established file unit for "customer" or "subject" and stays in file indefinitely, a secure ACCO-bound unit.

When reference is required the bound unit is drawn from file with assurance that all related papers are together, in proper sequence, and protected from loss or misplacement in the reference and handling that may follow before the file is returned to its drawer or cabinet.

Basic Accessories to ACCO Unit Binding:

ACCO FASTENERS
No. 12 – 1" cap. ACCO
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(27 other styles and sizes)

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No. 10 – 2¾" centers (¼")

ACCOBIND Folders
of fine Pressboard to fit all systems.

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of fine Pressboard for all loose leaf forms. For exceptional economy.

Sold by all Commercial Stationers

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recognition of his value to the company. His present duties and responsibilities will be correlated with his varied experience in the sales and production departments.

Forms Institute Meets

W. N. Ryan

The annual meeting of the Business Forms Institute was held in New York, Feb. 10-11. The following officers were re-elected: Wm. N. Ryan, American Register Co., Boston, president; R. S. Daugherty, Shelby Salesbook Co., Shelby, Ohio, 1st vice president; T. A. Taylor, Schwabacher-Frey Co., San Francisco, 2nd vice president; H. M. Meloney, Greenwich, Conn., executive secretary. Various productivity surveys were discussed and inauguration of a new one to be undertaken during the year, was announced.

Mr. H. V. Lauer, Head of Research Application Department, and Mr. C. O. Harris, Head of Special Products Department, of National Cash Register Company, discussed the NCR Carbonless Paper.

Brewster Buys American

E. B. Brewster

American Ribbon & Carbon Co., Rochester, N. Y., which was founded in 1898 and is one of the oldest inked ribbons and carbon paper companies in America, was purchased by E. B. Brewster. Mr. Brewster is president of Rochester Ribbon & Carbon Co. and Labelon Tape Co., both of 20 Greenleaf St., Rochester. New management will consist of Mr. Brewster, president and treasurer, Gardner N. Soule, vice president in charge of sales, and Mrs. Lillian Damon, former president of American Ribbon & Carbon Co., and William A. Dechau, former production manager. Mr. Soule and Mr. Dechau are at present associated with Rochester Ribbon & Carbon Co., the former as sales manager and the latter in an advisory capacity. Mr. Dechau founded Rochester Ribbon & Carbon Co. in 1927 and sold control of the company in 1946 to Mr. Brewster who, in 1950, formed Labelon Tape Co. While joint management is planned and manufacturing facilities will be merged, all three companies will retain separate corporate entities.

Directs Royal McBee Exports

J. C. Hussey

D. B. Starrett, president, Royal McBee International, has made four appointments to assist him in directing the operations of this new and important division of Royal McBee Corp. J. C. Hussey, formerly overseas sales manager, takes over the post of director of exports. Mr. Hussey joined Royal's foreign department in 1923 and has devoted his entire career to bringing international fame to Royal. In his new position, he will be responsible to Mr. Starrett for general supervision of headquarters administrative activities for export sales. This will include developing and administrating overall plans and policies and coordinating them within and outside the company to assure profitability of Royal McBee exports.

Joseph T. Bergen, formerly district manager at Portland, Me., was appointed sales manager for Royal's Leiden, Holland, subsidiary. Edward V. Rand, formerly financial statements supervisor, on the controller's staff, takes over the duties of account manager for Royal Mc-

A NEW
SADDLE BACK
and a new method
of making
LINE FIND
STATEMENTS

"Slip Ease" the new Saddle Back Statement is a process where the double carbons are easily slipped out of the statement after usage.

The new Line Find Statement is a method of making this popular statement by lithographing, perforating, and attaching carbon in one continuous operation in sizes not over 8½" wide and 14½" long.

In addition to statements, as we run two shifts, we specialize in very fast delivery on short runs of all types of carbon-interleaved forms. We have no salesmen or sales offices, and we do not sell direct. Sold only through distributors and printers who should write on their letterhead for the new 1955 simplified 24-page priced catalog, "At Your Service."

We also manufacture forms on N.C.R. paper.

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Bee International. Thomas F. Hart, formerly correspondent in the sales department, was appointed staff assistant to Mr. Starrett.

Copease Acquires Patent

Copease Mfg. Co., Inc., an affiliate of Copease Corp., has acquired the U. S. photocopy patent license of Dr. Walter E. Eisbein of Develop, K. G., Stuttgart, Germany (U. S. Pat. No. 2,657,618) and Remington Rand, Inc., has been licensed to manufacture and sell photocopy machines under this patent. "Plans are underway to license other companies who have entered the photocopy field since the initial introduction of Copease photocopy machines some years ago," Charles E. Hallenborg, Copease president, announced. Copease Mfg. Co. will manufacture here machines previously made for Copease under original patents in Germany.

Joins Western Mfg. Co.

J. G. Whitrock

Western Mfg. Co., Aurora, Ill., have acquired the services of J. G. Whitrock, who will assume the responsibilities of assistant to R. R. Bentson, president and sales manager. Mr. Whitrock for the past four years was sales representative and assistant sales manager with Universal Steel Co. in Chicago. Prior to this, he served Prentiss-Wabens Products Co., Wisconsin Rapids, Wisc., as purchasing agent for three years.

Marchant Promotes Koepenick

Ward J. Koepenick has been advanced from district manager at Houston to divisional sales manager in the national sales headquarters of Marchant Calculators, Inc., according to Edgar B. Jessup, president. "The appointment of Mr.

Koepenick is in line with an active program of further strengthening the company's sales organization under the direction of Wesley E. Jenkins, national sales manager," stated Mr. Jessup. "He was rewarded with this promotion in recognition of consistently outstanding sales and administrative performance throughout his years with Marchant."

Eastern's Planning Group

Harold Holden, president of Eastern Corp., announced the appointment of Charles Sabel, merchandising consultant, as head of their new forward planning group. Continuous studies are to be made by this department to learn what the consumers' future needs will be in the fine paper field. These findings will serve as a guide for Eastern's extensive laboratory operations. The resultant programs will be integrated with the activities of the manufacturing and sales divisions to implement Eastern's drive for increased sales.

Diazo-Blueprint Organization

The National Assn. of Blueprint & Diazotype Coaters has been formed by 65 firms which make sensitized materials. Incorporated in Illinois, the association's headquarters are at 1001 Connecticut Ave., N.W., Washington 6, D. C. President is Joe W. Coffman, president, Tecnifax Corp., Holyoke, Mass. Vice president is T. J. Kizer, president, Reproduction Products Co., Detroit. A. J. Busch, Charles Bruning Co., Detroit, is treasurer. Preston B. Bergin is executive secretary.

Ditto Sales Awards

For outstanding sales achievement during 1954, Ditto, Inc., made eight major awards. Ditto's Kansas City office received the President's Cup, awarded annually to the leader in quota performance among the company's top ten branches, ranked according to dollar volume. The entire Kansas City staff, headed by Louis A. Amato, amassed the

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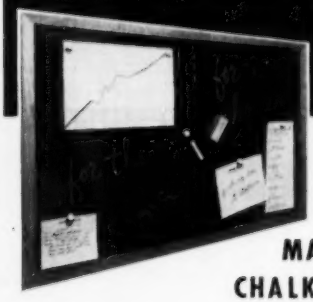

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A bulletin board AND a chalk board! Write on no-glare, metal surface. Magnets hold memos, etc. Retails at $5.50 (18"x28") with 6 magnets, magnetic eraser and chalk holder, mounting hardware; $7.50 (24"x36") with 8 magnets, above equipment.

CORK BOARD

Self-sealing, cork-faced bulletin board. Retails at at $3.50 (18"x28"); $4.50 (24"x36"). Complete with mounting hardware.

PEG BOARD

For workshop, kitchen, playroom, etc. Constructed of perforated hardboard. Retails at $3.70 (18"x28") with 16 metal hangers; $5.00 (24"x36") with 20 hangers. Complete with mounting hardware.

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Smooth, metal writing surface. Equipped with chalk tray, eraser, box of chalk. Retails at $3.70 (18"x28"); $5.00 (24"x36"). Complete with mounting hardware.

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region: Fred Snell, Los Angeles, western

Home office sales tear of Friden Calculatin Machine Co. with Larr B. Taylor (seated), vic president: C. L. Haig executive sales assist ant; R. C. Lindgren Computyper Div manager; Norman S Jones, publicity mana ger; Russ Ketchum general service mana ger; Jack H. Lund sales promotion mana ger; R. C. Gleichman educational researc manager; Georg Beeken, advertisin manager.

highest percent of quota for the year in this classification. The New Orleans office, under B. E. Wassom, won the Charles A. Bergsten Cup, presented annually to the leader among all company offices throughout the U. S. and Canada for the highest percent of quota and best all-around sales and customer service performance. For outstanding individual sales achievement, James E. Gibbons, salesman in the Philadelphia office, wa named Ditto Systems Salesman of th Year. Robert H. Freeman, of the De troit office, was Rookie Systems Salesmar of the Year, as well as Systems Salesmar of the Year for the east central region Four salesmen were named Systems Sales men of the Year for their regions: Fre Church, Memphis, southern region; Rob ert Scrivano, Milwaukee, west centra

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large organizations at both the national

region; Fred Snell, Los Angeles, western region; William Weir, London, Ont., Canadian region.

Public Relations Manager

A full-time public relations department has been established by Harris-Seybold Co., Cleveland, with Frederic W. Baker as manager, according to George S. Dively, chairman and president. Mr. Baker, previously advertising manager, is now in charge of coordinating, developing and promoting the company's overall public relations program. Mr. Dively said that Harris-Seybold's growing volume of business and its forward growth program have increased the need for greater coordination of customer, public, stockholder and employee relations programs.

National Account Dept.

Formation of a national account department to coordinate sales and process service to firms with offices in several states was announced by Mathews Dick Jr., vice president-sales, A. B. Dick Co. Ray B. Allen, formerly assistant to the general sales manager, heads the department, which will have representatives working throughout the country. "By delegating responsibility for these important accounts to a central department, we will be able to improve service to

Clarence Fleury, Robert E. Padfield and Walter Williams of Williams & Fleury Co., Cleveland, had the Secretary copying machine demonstrated for them by H. P. Buetow (left), president, Minnesota Mining & Mfg. Co., during the OMAC Show in Chicago. Clarence Fleury will distribute the Secretary in his area.

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large organizations at both the national and local level," Mr. Dick said. Uniform handling will be assured all branches and plants of national accounts, yet the firms will retain all advantages of dealing directly with local distributors.

GBC Promotes Newman

Roy W. Newman has been promoted to vice president and treasurer of General Binding Corp. and its affiliates, William N. Lane, president, announced. As chief accountant of GBC, Mr. Newman has been in charge of the financial operations involved in converting the company's sales organization from a distributor to a branch manager system within the past year, Mr. Lane said. The company has three subsidiaries in Chicago, as well as branches organized as separate corporations throughout the U. S., Canada and Switzerland.

Speed-Klect Sales Manager

Diddie-Glaser, Inc., Emporia, Kans., makers of the Speed-Klect automatic collator, have appointed Harry Higgins as director of sales. Mr. Higgins was formerly branch manager for Old Town Corp. in St. Louis.

Nepco Expands Scholarships

The financial plight of Wisconsin educational institutions has been recognized through a new development in Nepco Foundation scholarship awards. This year, in addition to the $500 awards to be granted to each of four qualified applicants, the plan provides for a cost of education supplement equivalent to the tuition but not to exceed $500 a year, to go to the Wisconsin college or university selected by scholarship winners. The grant will continue as long as the scholarship winner is eligible under the plan and is in attendance at the school selected. This raises the yearly value of the individual scholarship to a maximum of $1000. Since awards are renewable yearly for up to three additional years,

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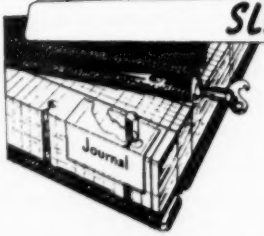

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New Victor Branches

Victor Adding Machine Co. announced the opening of a new branch office in Richmond, Va., and an agency operation in Salt Lake City. Both will provide complete sales and service facilities for the company's adding machine and cash register lines. Victor has converted the Durrett Typewriter Exchange in Atlanta and Alabama Typewriter Co., Birmingham, to direct factory branch operations. This brings the total number to 35. "These moves," stated A. F. Bakewell, vice president, "are all part of Victor's current diversification program. Not only do overall plans call for the introduction of new products under the Victor name but also for the development of distribution facilities." In Richmond, Allen Budinger has been placed in charge. Clyde Checketts is manager of the Salt Lake City operation. Everett Mueller and William Usinger were assigned to the Birmingham and Atlanta operations respectively as branch managers.

Joins Poly-Graphic Co.

Robert C. McCabe has joined Poly-Graphic Duplicator Co., Philadelphia, as a partner and general manager. The company sells duplicating equipment and supplies. Mr. McCabe was with Polychrome Corp. for the past 20 years, most recently as New York branch manager.

On Committee for Handicapped

Erik A. Ohlsson, president of Facit, Inc., has been appointed a member of the Employer Committee of the President's Committee on Employment of the Physically Handicapped. Mr. Ohlsson has been prominent among businessmen who have pioneered the development of useful jobs for the physically handicapped.

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Ludwig Sales Manager

Louis A. Swain

F. G. Ludwig, Inc., announced the appointment of Louis A. Swain as general sales manager. The company manufactures Contoura-Constat portable photocopy equipment. Mr. Swain was formerly director of office equipment sales for the Ozalid Division of General Aniline & Film Corp. He had been connected with that company for seven years.

For Visirecord in N.Y.

Visirecord, Inc., announced that G. S. Piercey, director of advertising, sales promotion and methods, is returning to field sales as co-distributor with A. E. Spalthoff in the New York metropolitan area.

Returns to Rogersnap

Will Rogers, president, Rogersnap Business Forms Co., announced that Arthur Hoffman has rejoined the company as production manager. Mr. Hoffman originally joined Rogersnap in 1947 and served as production manager until 1951 when he left to form his own business.

Clary Announcements

John E. Rommell of York, Pa., was awarded the annual Vice President's Cup by Clary Multiplier Corp. as its outstanding dealer district manager in the nation for 1954, J. W. Stallings, general sales manager, announced. The trophy for highest rating in sales, public relations and general achievement was presented by W. S. Watkins, manager of dealer sales.

Jack L. Spangler was appointed manager of Clary's Philadelphia branch. He had been dealer manager for District No. 3, embracing Ohio, Kentucky, Indiana and parts of Michigan and West Virginia, for three years.

Final Notice

Manufacturers . . . . Exporters

FORMS CLOSE THIS MONTH FOR 1955 ISSUE

Annually the entire Latin American continent will absorb a very impressive volume of your products. There are 19 countries in Latin America where all the office equipment and stationery importers, distributors, dealers and larger users receive La OFICINA. They keep it, refer to it as a guide and reference all year long.

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As We See It

Provide Complete Identity

HOW OFTEN have you held a form or other piece of printed matter from some company and decided to write or telephone them? Then you (or your secretary) saw there was no complete mailing address or telephone number. So, someone had to take the time to look up this information before the letter could be addressed or the telephone number dialed.

Do the forms, literature and other papers, which go beyond the walls of your own organization, carry enough basic information to save time for outsiders? These outsiders may be your customers, prospects, suppliers or the general public. The basic information should include your company name, complete mailing address with postal zone, telephone number, and a cable address if you export. Certainly all the data should appear on every letterhead, business card, purchase order, invoice and all promotional material. Surprisingly, full mailing addresses and telephone numbers are often omitted. Telephone service (especially toll and long distance) is faster when the caller knows the number. Good mail service can be expected only when the writer uses a complete address.

If your forms do contain the above information, is it all legible to the average person? Even the minority with perfect vision find it annoying to read the phone number and address on some printed matter. With the widespread use of processes such as offset lithography, type is often reduced so small that a magnifying glass is needed to read it. Remember, too, that digits are easier to grasp than spelled-out words for numbers.

Printed material which doesn't convey sufficient legible information to outsiders is probably designed by someone who thinks only of his own firm's needs. He can see his flea-size type because he knows the copy by heart. Then there's the fellow who believes telephone numbers would mar his letterhead design, or maybe the phone company will change the number. Local phone companies can tell you in advance when numbers will be changed. Postal zone numbers, which allow mail to be sorted more rapidly and more accurately by less experienced postal employees, are used spasmodically in many instances—on some forms and not on others.

When a form or a piece of literature is printed, it costs no more to have it complete. Don't make it impossible for outsiders to communicate with your company unless they do some research. Who can beat a path to your door in the woods if they don't know which tree you're under?

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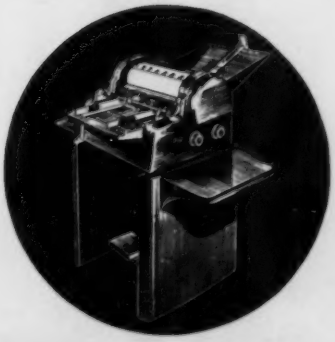

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Underwood announces a revolutionary new kind of type cleaner—Kleen-type!

Now! Put an end to the mess and bother of cleaning type the time-consuming old-fashioned way. Your Underwood man will show you how to get cleaner, better looking letters with new Kleen-type.

This new type cleaner is truly revolutionary. You simply apply a Kleen-type strip to the platen of the typewriter, set the ribbon at stencil position, and type a few lines. That's all there is to it. Kleen-type cleans as you type! The special chemical coating picks up ink, dirt and lint from the keys. Best of all, Kleen-type can be used over and over again!

Write on your business letterhead and we will be glad to send you a *free* sample!

Your Underwood man will show you how to end dirty, blurred, hard to read type like this.

After using Kleen-type, typing has a clean-cut quality look. Economical to use, Kleen-type saves time and typists' tempers! Write for a free sample!

UNDERWOOD CORPORATION

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